Management

BC_{NEW YORK}

the best known and best liked radio station in the world's largest market

serves 14% of the

RADIO HOMES OF AMERICA

WABC 50,000 watts • 860 kc.

WABC is Key Station of the Columbia Broadcasting System. It is represented nationally by Radio Sales.

APRIL 10, 1939 51.00 A COPY BUYING

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* Quality Craftsmanship

S LITHOGRAPH CO.

8 BILLION DOLLAR ISLAND



When it comes to radio, wise advertisers are finding that Mutual's flexibility makes possible some extraordinary broadcasting bargains.

Because Mutual doesn't make you take big clusters of stations in each territory, but allows you to jump from supermarket to super-market, picking only those where your sales possibilities are best.

The Mennen Co., for instance (through the H. M. Kiese-

wetter Agency) broadcasts to 51.9% of the U.S. retail sales area at only 28.1% of the cost of covering the country.

This Sunday afternoon time costs only \$2148 per broadcast—yet surveys indicate that in the cities where it is heard, the Mennen's "People's Rally Fun Quiz" over Mutual ties for first place in listener popularity at its hour.

How about letting us work out a Mutual broadcasting bargain for you?

MUTUAL BROADCASTING SYSTEM · COAST TO COAST

WHERE YOUR NEEDS DETERMINE YOUR NETWORK

Sales Management, published semi-monthly, on the first and fifteenth, except in April and October, when it is published three times a month and dated the first, tenth and twentieth, copyright April 10, 1939, by Sales Management, Inc., 420 Lexington Avenue, New York, N. Y. Subscription price \$4.00 a year in advance. Entered as second class matter June 1, 1928, at the Post Office, N. Y., under the act of March 3, 1879. April 10, 1939. Volume XLIV. No. 8.

THE CHRISTIAN SCIENCE MONITOR

a local paper to merchants in Los Angeles



Los Angeles retailers advertise in The Christian Science Monitor

FOUR HUNDRED EIGHTY. NINE retail advertisers of Los Angeles place their copy in The Christian Science Monitor — a daily newspaper published in Boston, more than 3000 miles away — for reasons that satisfy the most exacting advertisers. Here is what four of the 489 say:

"The unparalleled productiveness of the Monitor enables me to not only whole-heartedly endorse it, but to unqualifiedly recommend it." never had such marvelous ... "We have results from the amount of

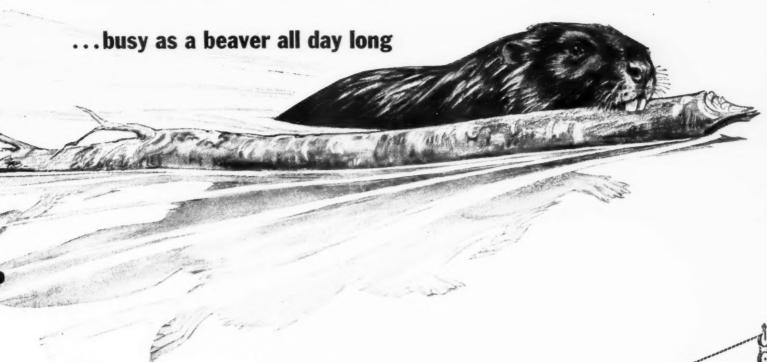
money expended as we have had through The Christian Science Monitor." The class of patrons that have come to us thru our advertisement in the Monitor has been of the very highest and of the best rating from a credit standpoint." Monitor presents the greatest dollar for dollar bargain in advertising in the country, because of the high quality of the clientele, and also because of the care given by the newspaper as (Names of all advertisers quoted will be given to interested executives) to the quality of the

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NEW YORK OFFICE: 500 Fifth Avenue OTHER BRANCH OFFICES: Chicago, Detroit, Miami, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle . . . London, Paris, Geneva

HARDEST-WORKING

ADVERTISING PAGES IN THE WOMEN'S FIELD!





DIGGING for facts about needs, preferences and problems of

its readership is the first step in Companion Selling. From a carefully-chosen cross-section of the Companion's circulation, comprising 1,500 typical readers, Companion editors receive and brilliantly interpret monthly reports on every aspect of managing a home and family.



PUSHING new ideas on home-making in the Companion's edi-

torial columns is vastly more effective because every article is written to known needs and wants. And reader interest is carried right over into the advertising pages. Editorial selling and brand selling run side by side—both directed at a definite objective, sure to bring results!



PULLING buyers to Companion-advertised products sold through

department stores and food chains; broadcasting weekly buyer's guide programs over 34 radio stations; arranging for point-of-sale promotions—these duties keep 23 Companion Shoppers (Jean Abbey and Carolyn Pryce) busy steering Companion-created buying desire right up to the counter.

COMPANION SELLING

CREATING DEMAND

by editing to women's needs as expressed by 1,500 representative Reader-Housewives CLINCHING SALES with a consistent program of Nation-Wide Merchandising

LARGER CIRCULATION THAN ANY OTHER WOMAN'S MAGAZINE — 3,077,498



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Sales Management

VOL. XLIV, NO. 8

APRIL 10, 1939

CONTENTS

Editorial Foreword and Explanation of Data
Summary of All Data by States and Sections

United States Population	Map	************			18
Relative Importance of St	tates in Indust	try and Farming, 193	37		20
Trading Area Data					22
Effective Buying Income,	White Famili	es			22
Cash Income from Farmin	ıg				24
Retail Sales by States					26
Effective Buying Income	Per Family-	the 100,000 Group	of City-Counties		28
Effective Buying Income	Per White F	amily-the 100 000	Group of City-Counties		
1938 Retail Sales Estimat	es_the 100 00	Of Group of City Co	unties		32
1039 Life Incurance Sales	cs the 100,00	oo Group or Chy-Co			
1029 Effective Buying In	come the 100	1000 Group of City	Counties		34
1029 Sales of New Passe	page Care th	100 000 Crown of	City Counties	*********	34
Auto Posistrations of	Tule 1 1020	the 100,000 Group of	City-Counties	********	
Auto Registrations as of	July 1, 1958-	-the 100,000 Group	of City-Counties		
Percentage of National B	uying Power—	-the 100,000 Group	of City-Counties	*********	
1938 Retail Sales Estimat	es—the 100,00	of Group of Cities .	****************		38
			ties		
Census of Manufactures					40
Economic and Market Hi	ghlights of the	Territory of Hawaii			193
Economic and Market Hi	ighlights of th	e Dominion of Can	ada		194
1938 Effective Buying In	come Per Fan	nily—the 100,000 Gr	oup of Cities		202
Effective Buying Income-	-State Ratios		*********		190
Retail Sales-State Ratios	\$,	****** ****		190
Sections and States	County Data	City and Trading	Sections and States	County Data	City and Trading
		Area Data			Area Data
New England			Tennessee		144
Maine		58	Alabama	140	144
Vermont		60	Mississippi	143	144
New Hampshire	. 53	60	West North Central		
Massachusetts	54	61	Minnesota	146	160
Rhode Island	. 56	62	Iowa		160
Connecticut	58	62	Missouri		160
Middle Atlantic			North Dakota	154	161
New York	. 64	74	South Dakota		161
New Jersey		78	Nebraska		161
Pennsylvania		80	Vancas	150	
South Atlantic	. 12	80	Kansas	. 158	161
District of Columbi	a 84	100	West South Central		
		100	Arkansas		176
Delaware		98	Louisiana		174
Maryland		100	Oklahoma		176
Virginia	. 84	100	Texas	. 164	176
West Virginia		100	Mountain		
North Carolina		102	Montana	. 178	182
South Carolina		102	Idaho	. 178	182
Georgia	. 92	102	Colorado	. 179	182
Florida	. 96	104	Wyoming		182
East North Central			New Mexico		182
Ohio	108	126	Arizona		183
Indiana		128	Utah		183
Illinois	. 118	128	Nevada		183
Michigan	. 120	132	Pacific		103
Wisconsin	. 122	133	Washington	. 184	188
East South Central	to lea his	199	Oregon	. 184	188
Kentucky	124	144	Collifornia		188

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SALES MANAGEMENT SURVEY OF BUYING POWER

SALES MANAGEMENT'S Estimates of 1938 Effective Buying Income and Retail Sales for Sections, States, Counties and Cities; National Buying Power Percentages and Buying Power Index for Quota-Setting and Allocating Advertising Appropriations; Passenger Car Sales and Registrations, and Other Data on Population, Incomes and Living Standards

FFECTIVE buying income of the nation dropped from 71.5 billions in 1937 to 63.3 billions in 1938. This was the first setback in income since the low of 1932-33. For most of the year the drop averaged over 20%, but a strong last quarter gain reduced the year's loss to around 12%.

SALES MANAGEMENT'S Effective Buying Income figures include money actually paid out during the calendar year for goods and services produced and rendered, plus Federal allotments, and also money paid out of savings and surpluses of business institutions. Since 1937 the revised formula takes into consideration "non-money" income of farm and village residents.

All figures of income and retail sales, when broken down into city and county units, must be *estimates*, but in the data presented here-

with the margin of error has been reduced to a minimum through careful planning, checking and correlating.

The planning of each year's book is a year-round job during the course of which the SALES MANAGEMENT research staff studies all available, pertinent statistics prepared

This is Sales Management's 10th annual study of the nation's income. These issues have been characterized by original, exclusive estimates which answer these questions:

Where people live How much they have to spend How much they do spend Where they spend it

New features in this issue include (1) separation of the income of white families from all families, (2) car registration figures for counties, (3) segregation of the 3,037 counties into 187 major trading areas, (4) scale of living index for cities, (5) basic data on state figures portrayed in an increased number of Marketing Pictographs.

A full 75% of the data presented herewith are original with SALES MANAGEMENT and obtainable from no other source.

by the Federal Government, states and cities, civic bodies, trade associations, independent research organizations, financial houses, and manu-Field trips are facturers. made to check test territories; cooperation is extended to subscribers in applying the figures to sales departments in diverse industries, and from this intimate contact with practical problems come ideas for improving the content of the volume.

Definitions, Descriptions and Sources of Column Headings and Tabular Material

POPULATION — 1930 Census figures are used throughout. Estimates for the nation and for states are made annually by the Bureau of the Census, but since their breakdown does not extend to cities and counties, the editors have elected to use 1930

figures for the sake of uniformity.

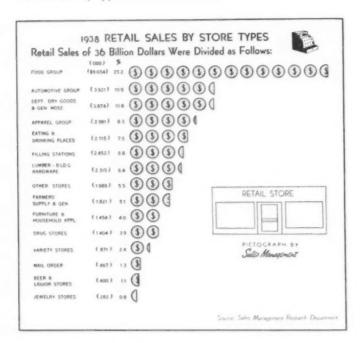
TYPE OF INDUSTRY—The 1930 Census of population gives the number of workers employed on farms and those in non-farm occupations. SALES MANAGEMENT has

computed these on a percentage basis. The percentage figures, refer, naturally, to the percentage of *employed* workers and not to the total population.

RETAIL SALES—SALES MANAGEMENT editors have made original and exclusive estimates of 1938 retail sales; first for the nation and states, then for counties and cities. This year the total figure varies only slightly from the national estimate prepared by the Bureau of Foreign and Domestic Commerce. Neither the Federal Government nor any other independent organization gives county estimates for the calendar year 1938, although from the Bureau of the Census readers may secure the retail survey of the Census of Business for 1937-38 giving a comparison of identical stores by kinds of business for 1935, 1937 and the first half of 1938, broken down by states and 13 principal cities.

The Marketing Pictograph in this section presents SALES MANAGEMENT'S estimates of the 1938 dollar volume of

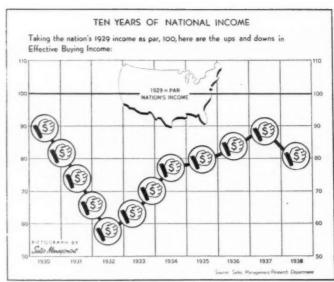
retail sales by types of establishments.



AUTOMOTIVE SALES—Unit figures of new passenger car sales during the 1938 automotive year (November 1 to October 31) and passenger car registrations as of July 1, 1938, were compiled for SALES MANAGEMENT by R. L. Polk & Co. The SALES MANAGEMENT research department computed the 1938 to 1937 ratios and the registrations in terms of cars per 1,000 families.

EFFECTIVE BUYING INCOME—The first column under this heading shows in thousands of dollars the Effective Buying Income for 1938 from all sources, such as wages, salaries, dividends and interest, Federal allotments and all miscellaneous items of income. The income is gross income before taxes are paid. The income figure is based on a formula first devised by SALES MANAGEMENT in 1929 and materially improved in 1937 through the addition of an estimate of the non-money income of farmers.

After apportioning to each state its share of the total national income based on studies of retail sales, bank debits, carloadings, dividend payments, agricultural marketings, etc.—the total state incomes are then distributed by counties on a ratio number built from the proportion of income tax returns and agricultural marketings that each county has to the total income returns and agricultural marketings of the state. These basic figures are then further refined by applying known information about living



costs—particularly figures on rentals and on the non-money income received by farmers, as estimated from Government surveys made in 1935-36.

The resultant figure is called Effective Buying Incomeeffective because it attempts to measure real income, and not merely dollars and cents, and buying because subscribers are primarily interested in a community's ability to buy.

The county dollar figure is further refined to show what percentage it bears to the state and U. S. A. totals. Subscribers may quickly compare similar percentages for population and estimated 1938 retail sales and get the answers to three questions: How many people, how much they spend, how much they might have spent.

As pointed out in the January 1, 1939, article, "South's White Income Compares Favorably with Other Areas," page 74, SALES MANAGEMENT analyzed the income and expenditure figures of the National Resources Committee, and found that on the average if a white family earned \$1,000, a Negro family earned \$435.20. In other words, the ratio was about 10 to 4. There are variations, of course. In southern cities the ratio is likely to be even more favorable to the whites. There the work of the Negro is likely to be restricted to certain menial occupations, whereas on farms, where Negroes and whites are more likely to do identical work, the ratio tends to be more favorable to the blacks than 10 to 4.

But the 10 to 4 ratio seems more exact, as a national average, than any figure developed heretofore and the editors, after checking its accuracy over a period of approximately eight months, have adopted it for the Survey of Buying Power as a supplementary figure. It is developed through this formula for counties and cities:

Total E. B. Income in Dollars

Number of colored families

X. 4352 +

Number of white families

The editors believe that the total income credited to each county is approximately correct, and that the per-family figure has decided value as a measuring-rod of ability to buy. It is only fair, however, to point out the weakness of the per-family figures: Incomes are by no means evenly distributed, and the per-family figure is not, therefore, a necessarily true average for the majority of people in that county. In other words, it is not a median, but only an arithmetical average. It would be conceivable for a county containing 2,000 families to have, let's say, a total income of \$4,000,000, or a per-family income of \$2,000.

MAIL ORDER CATALOGS SHOUT IT...



don't talk down or the farmer

"This natural-color photograph appears in our 1939 catalog. It is typical of our theme 'This Isn't Just Another Spring'—a theme which we sincerely believe is apace with the thinking and the buying of Rural America.

"It goes without saying that we 'Don't Talk Down To The Farmer.' As a matter of fact, one of your ads hangs on our bulletin board as a reminder to our own staff of the proper approach to our market."

> G. W. Cunningham, Adv. Mgr., Sears, Roebuck and Co.

You MAY FIND it hard to believe that this glamorous young thing has stepped right from the pages of Sears, Roebuck's 1939 mail order catalog. Yet nobody in the *country* thinks it strange to mix Fifth Avenue fashions and farming. And the mail order men find it highly profitable.

You can name a dozen factors that account for the amazing change in farm living. But today it doesn't matter so much why farm families have gone modern, as what you are going to do about it.

The new Country Home Magazine is doing something about it in every issue. Its lively,

colorful pages are as exciting as today's motor cars. Its warm appreciation of new rural tastes, new rural wants, new rural hopes... plus a fast-moving, hard-hitting style put a terrific new wallop in farm publishing.

Take time to get acquainted with the big, new Country Home Magazine. Then you'll see why so many advertisers and agencies are calling it the hottest buy in the whole farm field . . .

And you'll see why more farmers subscribe to The Country Home than to ANY other magazine.

THE Country Home Magazine

THE MAGAZINE OF FARM MARKET "A"

THE CROWELL PUBLISHING CO., 250 PARK AVE., NEW YORK

But if it happened that one family in that county had an income of \$1,000,000 and 499 others had an aggregate income of another \$2,000,000, the remaining 1,500 families, or 75% of the total, would have had a million dollars to divide, or a per-family average of only \$667. But, generally speaking, it is only in a few large cities that average incomes are materially over the median.

SALES MANAGEMENT'S MARKET CONTROLS -The column headed "National Buying Power Percentage" is SALES MANAGEMENT'S weighted estimate designed for subscribers' use in setting sales quotas and allocating advertising appropriations. It is a figure constructed from estimated 1938 total retail sales, actual 1938 new car sales, and estimated 1938 Effective Buying Income. The percentage figure of .1846 for Sacramento County (see specimen table on page 12) means that SALES MANAGEMENT editors believe that the average manufacturer of a nationally distributed consumer product should get that percentage of his consumer sales from that county.

The Buying Power Index is an index of the quality of a market and is constructed by dividing the National Buying Power percentage by the percentage of the U. S. A. population. The U. S. A. is the base, 100.

THE TRADING AREAS-Through the courtesy of Batten, Barton, Durstine & Osborn, SALES MANAGEMENT is privileged to use their unbiased delineation of "local retail trading areas" and to show by key number the majorcity areas to which all counties belong. This key number is shown immediately following the name of each county.

The city areas, their key numbers, their combined na-tional buying power percentage, and the page number on which their trading area compilations appear, will be found

on page 22 and following pages.

The editors believe these trading area compilations will be useful for comparative purposes and in setting up sales territories. Obviously, they will mean more to certain products than to others. There is no such thing as a trading area which applies with equal validity to all products. Obviously, the trading area for a five-pound sack of flour is far more circumscribed than the trading area for a Buick motor car, while the trading area for a Steinway Grand is far larger than for a Buick.

In all of the 187 trading areas (and five additional supplementary areas) there are other cities and towns which deserve intensive development through both salesmen and advertising. A prosperous city of 30,000 located some 75 miles from a major metropolitan market is an independent trading area for most consumption products even though some of its citizens make frequent shopping trips to the big city. It has its own daily newspaper, perhaps a radio station and many other local forms of advertising, such as posters and car-bus cards. Advertising emanating from the big major market city may well exert appreciable influence in this town of 30,000, but the sales effort will not produce maximum results unless it is augmented by a campaign in the smaller city.

In the sections devoted to city data there is a column headed "Local Newspaper Circulations" which shows total daily circulations of ABC newspapers published in each city. Any city which supports a strong local newspaper or radio station is a good city for intensive development.

Sources of City Figures

Comparable figures are given for all cities over 10,000 (with the exception of a few immediate suburbs of large cities), plus a limited number of important independent trading centers which fall below that population mark. In the same column and indicated by an indented name and

the trading area key, will be found cumulative figures for the 187 major trading areas.

POPULATION-The zone figure is the retail trading zone population as shown by the 1930 Census, or (in a few instances) publishers' estimates. The municipal figures are also from the 1930 Census and from this base SALES MANAGEMENT has computed the percentage of county, percentage of state, and percentage white figures. Number of families, also from the 1930 Census, is an added features of this year's issue.

RETAIL AND WHOLESALE SALES — From the county estimates SALES MANAGEMENT editors have worked out a further estimate of 1938 retail sales for each of these cities of 10,000 population with an accompanying state percentage figure for easy comparison with similar figures for population and Effective Buying Income.

Wholesale sales figures, estimated by SM for the first time in the 1938 issue, proved to be so popular that they

are continued this year.

INCOME TAX RETURNS—As compiled by the Bureau of Internal Revenue of the Treasury Department for the year 1936 and computed by SALES MANAGEMENT in terms of per 1,000 people.

LOCAL NEWSPAPER CIRCULATIONS — The figure given here is the total daily circulation of newspapers published in each city as audited by the Audit Bureau of Circulations.

SCALE OF LIVING INDEX-Through the courtesy of Outdoor Advertising, Inc., and from their book "Urban Markets and Retail Sales," the scale of living index is presented for every city. It is based upon the number of automobile registrations as of July, 1934, the number of residence telephones as of January, 1935, and the number of income tax returns for the year 1933. The per capita for each of these items was determined for the United States, and for each county in which a market is located. By dividing the county per capita of each item by the corresponding United States per capita, a per cent of U. S. average was obtained for each of the three items. These percentages were then weighted and combined to derive the complete county index, telephones and automobile registrations being given a weight of two and the income tax a weight of one. The index number thus obtained was applied to all markets within a county. For markets extending over more than one county indices used were weighted according to the portion of total population of the market within each county. The area covered by the Scale of Living Index is in every case larger than the municipal boundary.

EFFECTIVE BUYING INCOME—From the county estimates SALES MANAGEMENT has worked out a further estimate of Effective Buying Income by cities, and this year for the first time presents the dollar figures. So as to permit easy comparison of city with county, each has been placed on a per-family basis.

Sample Analysis of a State and County

Readers may find some applicable ideas for using the facts in this Survey of Buying Power in the following

analysis of specimens of county and city figures.

Sacramento is in trading area No. 182—the Sacramento district—which is made up of 17 California counties. These 17 counties have been added together to form a complete area picture and the figures will be found following the indented Sacramento name in the city sample.

It's the LIFE they lead ...



WHETHER THEY LIVE IN . . . NEW ORLEANS, LA. · BIRMING-HAM, MICHIGAN · AMES, IOWA







YOUR real Suburbanite *looks* like any other normal, successful individual. But deep down there's a *homing instinct* in him that colors his entire thinking... that gives him different values of life.

Do you find this Suburbanite only in the so-called suburbs? Not at all! You find him *everywhere*...in towns and cities of *all* sizes.

You can't put a compass around happiness. Nor can you measure a man's philosophy of living by a map.

Find a man and a woman who get a big kick out of living in their own home and doing things for that home ... who like to fuss around the house and muss around the garden...who react to things that are green and things that are clean... who believe children

are still in fashion...and you've found Mr. and Mrs. Suburbanite!

Moreover, you've found the very people who, each month, welcome Better Homes & Gardens with open arms and open eyes. For this is the book that mirrors their *suburban* mode of living. This is the book that tells them how to do the things in which they are acutely interested: how to make their home, inside and out, yield more pleasure, more comfort, more happiness!

Multiply this family by 1,850,000 and you have a panoramic picture of the market Better Homes & Gardens offers you *in one package:* America's Biggest Suburban Home Market! A "must" market if you want quality *and* volume!

Meredith Publishing Co., Des Moines.

It's the BOOK they read...



BETTER HOMES & GARDENS

REACHING 1,850,000 FAMILIES AMERICA'S BIGGEST HOME MARKET

SAMPLE STATE AND COUNTY

COUNTY		POPULATION (In Thousands, except density)					TYPE OF INDUSTRY		RETAIL SALES 1938 S. M. ESTIMATE		AUTO SALES, 1938		EFFECTIVE BUYING INCOME, 1938				SALES MANAGE- MENT MARKET CONTROLS		
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Families	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938 1937	Per M	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Sacramento 182	142.0	.1157	66.0	144.5	35.9	32.7	75.62	24.38	67,374	.1871	4,043	64	1,371	99,107	. 1566	2,761	2,909	.1846	160
STATE California	5,677.2	4.6241	73.2	36.5	1,610.1	1,482.2	79.81	20.19	2,541,075	7.0582	151,501	58	1,304	4,347,667	6.8711	2,733	2,827	7.2690	157
U. S. A	122,775.0	100.0000	56.2	41.3	29904.6	26705.3	75.92	24.08	36,001,923	100.0000	1923133	53	787	63,274,609	100.0000	2.116	2,252	100.0000	100

The county figures show first the number and the kind of people—that Sacramento is 66% urban, has a density per square mile of 144.5 and therefore a compactness that makes for easy sales development; an overwhelming proportion of white families to total families. It has .1157% of the U. S. A. population, but the chief significance of that figure lies in the possibility of comparing it with similar percentage figures for retail sales and Effective Buying Income, as will be developed later. It has three non-farm workers to every one farm worker—a ratio which is almost identical with the U. S. A. average.

The county's retail sales volume of \$67,374,000 is .1871% of the U. S. A. By glancing over at the population percentage, .1157, it is obvious that retail sales are

roughly half again as good as for the nation.

In passenger car sales its 1938 ratio to 1937 was 64, considerably better than the state average of 58, which in turn was better than the U. S. A. average of 53. It is a great automobile market, as shown by its figure of 1,371 passenger cars registered per 1,000 families. This index of living standards shows both the county and the state fairly close to Herbert Hoover's reputed dream of two cars in every garage.

The Effective Buying Income of the county is \$99,107,000, or .1566% of the U. S. A. This figure, when related to the population percentage, again marks it as a county far above average. The fact that the retail sales percentage is above the Effective Buying Income percentage indicates the importance of the county as a trading center for people in

adjoining counties.

Sacramento County per-family Effective Buying Income of \$2,761 slightly tops the state average and is nearly a third better than the national average. Since the county has a relatively small colored population the average per-white family income doesn't show the big increase which is shown in most cities of the South and some of the northern cities.

Comparisons between Sacramento and 100 other major counties of the country are given in the tables starting on page 28. With a population rank of 86 in this group, it stands 83rd in Effective Buying Income, 34th in Effective Buying Income per family, 32nd in Effective Buying Income

per white family, 77th in total retail sales, 66th in 1938 new passenger cars, 3rd in passenger car registrations and 77th in percentage of national buying power.

With Effective Buying Income, passenger car sales and total retail sales well above the national average, it is not surprising that the national buying power percentage of .1846 is far above the percentage of population, .1157. The buying power index, which is a weighted composite of the above factors, stands at 160, which means that it is 60% better as a quality market than the national average. It is better than the state by a narrow margin.

The figures for the city of Sacramento and the Sacramento trading area further emphasize the quality aspect. Here, comparisons can be made with the county, other cities, the state, and the nation in retail sales and income. The per-family income figure of \$3,046 is better than the

county by nearly \$300.

But the importance of the 17-county area is shown by the cumulative figures—a population of 351,831 people absorbing \$155,056,000 of retail sales, or an average per capita of \$441 last year as against the national average of \$293. The area has .2865% of the people of the country, but they buy .4306% of all goods sold at retail.

Valuable comparisons can be made in any county, city, trading zone or section, but of course they lack real importance until they are related to the problems of the sub-

scriber's individual business.

How, for example, does the Sacramento County, or the Sacramento trading area, percentage of your total sales compare with the percentage shown in this Survey of Buying Power? Since the county, the city and the area sales, standards of living and income are much higher than average, there should be a good big question if your own sales are not higher.

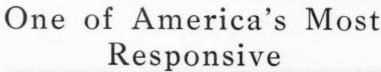
And if they are not higher here are pertinent questions: What percentage of your total advertising appropriation goes into the city, the county or the area? Is it enough? Are the right media being used? Is the list large enough? Does the trouble lie with your salesmen in the territory? Do you have too many distributors there—or too few?

The editors of the Survey of Buying Power will be very

SAMPLE CITY AND TRADING AREA

CITY					POPULA	TION			SALES VOLUME (dollars—000 omitted)			IN- COME TAX	LOCAL NEWS-	SCALE OF	EFFECTIVE BUYING INCOME		
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	County	% State	White	Fami- lies	Retail 1938	% State	Whole- sale 1938	TURNS PER 1,000	PAPER CIRCU- LATION	INDEX	Dollars (000 State omitted)	Dollars Per Family	
Sacramento	Sacramento			94,750	66.02	1.65	89.9	24,687	61,619	2.42	58,812	87	76.547	160.9	75,197	1.73	3,04
Sacramento		182	351,831			* .2865		94,365	155,056	*.4306					228,725	* .3613	

Inner California



Served by

SACRAMENTO BEE — FRESNO BEE MODESTO BEE

> Ask our national representatives, O'Mara & Ormsbee, Inc., for full particulars, including typical examples of current test cam-

> > paigns.

Merchandising Service

· "Bee" Newspapers and Mc-Clatchy Radio Stations maintain a top ranking merchandising service. Write The Sacramento Bee for full details.

NEWSPAPER (Formerly Gra

McClatchy Radio Stations Serve This Field

SACRAMENTO

MODESTO

FRESNO

The only complete coverage of this profitable market. Available on NBC and California Radio System.

KFBK Sacramento KERN Bakersfield KOH Reno, Nevada

KMJ Fresno

KWG Stockton

Represented Nationally by PAUL H. RAYMER CO.

New York Detroit

Chicago San Francisco



JAMES McCLATCHY PUBLISHING CO.

National Representatives

O'MARA & ORMSBEE INC. NEW YORK . CHICAGO . BOSTON . DETROIT ATLANTA . SAN FRANCISCO . LOS

pleased to assist individual subscribers by counselling with them on the application of the Survey to the problems of the individual company. General suggestions for using the figures are given in the following paragraphs.

Suggestions for Using the State, County and City Figures

The following uses of the data contained in SALES MAN-AGEMENT'S annual Surveys of Buying Power are among those reported by executives of the following companies: N. W. Ayer & Son, American Laundry Machinery Co., Hamilton Watch Co., Standard Oil Co. of Indiana, Brown Durrell Co., Buick Motor Division of General Motors, Dallas Chamber of Commerce, Crosley Radio Corp., Heywood-Wakefield, Grey Advertising Agency, Van Sant, Dugdale & Co., Colgate-Palmolive-Peet Co., Daniel Hays Co., Standard Lime and Stone Co., Packard Motor Car Co., Pioneer Suspender Co., Geyer, Cornell & Newell:

1. Advertising

(a) Allocating by districts

(b) Checking media circulations against income and sales

(c) Servicing agency accounts

(d) Determining markets for intensive cultivation

(e) Selecting test cities

(f) Adjusting advertising quotas to sales results

2. Market Planning

(a) Determining market potentials

(b) Setting quotas for a new industry (c) Checking relative merits of distributors

(d) Setting territorial quotas

(e) Furnishing spending power data to dealers

(f) Determining markets for test of new products

(g) Appointing exclusive distributors

(h) Measuring progress or retrogression of specific

Planning expansion programs

Synchronizing production to the absorptive power of the market

3. Handling the Individual Salesmen

(a) Setting sales quotas

(b) Checking salesmen's results against potentials

(c) Offsetting salesmen's and distributors' alibis and hard-luck stories

(d) Revamping salesmen's route lists

(e) Selling the salesmen on their territories

4. Other Uses

(a) Attracting factories and distributors' branches

(b) Building bases for raising new capital

(c) Planning expansion programs

(d) Opening new company-owned retail sales outlets

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Editors of the Survey

RAYMOND BILL, Publisher PHILIP SALISBURY, Editor RAY B. PRESCOTT, Director of Research A. R. HAHN, Managing Editor M. E. SHUMAKER, Desk Editor E. A. HEMBDT, Production Manager Published and copyrighted April 10, 1939, by SALES MANAGEMENT, INC. 420 Lexington Avenue, New York, N. Y.,

Bringing Up Father-Jiggs confesses his secret!

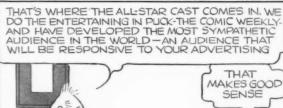






FOR YEARS YOU'VE BUILT AND HELD A LOYAL FOLLOWING OF MILLIONS OF READERS. THERE MUST BE A REASON, I WANT TO DEVELOP A BIGGER LOYAL FOLLOWING FOR MY PRODUCT. WHAT IS YOUR SECRET!

JUST THREE THINGS — TO STOP PEOPLE-ENTER TAIN THEM. TO HOLD THEM-USE ACTION-TO WIN THEM-TOUCH THEIR HEARTS











THE SECRET OF JIGGS' TREMENDOUS HOLD ON PEOPLE LIES IN HIS HUMANNESS. HE ENTERTAINS WITH ACTION AND TOUCHES PEOPLE'S HEARTS. ENTERTAINMENT HAS

BECOME A MAJOR SELLING TOOL. AND THE BETTER THE ENTERTAINMENT THE BIGGER AND MORE ENTHUSIASTIC THE FOLLOWING- AND THE LARGER THE ADVERTISER'S SALES-THE ALL-STAR CAST OF PUCK-THE COMIC WEEKLY- IS TOPS IN ENTERTAINMENT, YET DELIVERS ITS AUDIENCE AT NO TALENT COST... AND AT A READER COST LOWER THAN THAT OF ANY GENERAL MAGAZINE. LET US SHOW YOU HOW YOUR PRODUCT CAN BE PRESENTED IN THE VISUAL-ACTION TECHNIQUE OF PUCK-THE COMIC WEEKLY.



COMIC WEEKLY

OF THE HEARST SUNDAY NEWSPAPERS
959 Eighth Avenue, New York - Palmolive Building, Chicago



Summary of All Data by States and Sections

	(In Thous		TION scept den	sity)		INDUS		1933 S. M. EST	3	AUT	O SAL 1938	ES,		CTIVE B			MEI MARI CONTI	KET
Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Families	Non- Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Cars		Per M	in	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power	Buy- ing Powe Index
1,606.9 797.4 4,249.6 465.3 687.5 359.6	1.3088 .6495 3.4613 .3791 .5599 .2929	70.4 40.3 90.1 58.7 92.4 33.0	26.7 528.6 51.5 644.3	197.8 1,021.2 119.3 165.3	197.8 1,007.1 119.2 162.6	72.51 94.59 80.42 96.26	5.41 19.58 3.74	150,247 240,586	.6911 4.1287 .4173 .6682	11,195 62,418 6,983 9,786	56 51 53 45	719 694 754 849	379,998 2,730,021 240,008 430,024	1.5726 .6006 4.3146 .3793 .6796 .3082	1,921 2,673 2,011 2,601	1,924 2,694 2,013 2,625	1.4775 .6246 3.8963 .3866 .6189 .2821	113 96 113 102 111 96
8,166.3	6.6515	77.3	131.8	1,981.5	1,956.9	90.28	9.72	2,772.510	7.7008	121,200	51	756	4,970,107	7.8549	2,509	2,526	7.2860	110
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26,260.7	21.3893	77.7	262.6	6,374.4	6,121.9	92.87	7.13	9,580,268	26.6105	410,478	53	716	17,160,078	27.1202	2,692	2,754	25.0251	11
7,630.7 3,238.5 4,842.3 6,646.7 2,939.0	2.6377 3.9441 5.4137	55.4 68.1 67.8	89.8 84.2 163.1	843.1 1,180.6 1,697.9	812.6 1,139.8 1,620.8	65.89 81.10 81.38	34.11 18.90 18.62	862,489 1,323,377 2,141,109	2.3957 3.6758 5.9472	58,092 87,973 107,586	2 46 3 34 4 40	898 1,081 897	1,399,973 2,669,343 3,560,087	2.2125 4.2187 5.6264	1,661 2,261 2,097	1,695 2,306 2,152	2.5430 4.1563 5.7226	9 10 10
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Hawaii—see special facts and figures on page 193.

Canada—See special facts and figures beginning on page 194

Cameras are clicking the world over. Never before have people been able to see as well as read about World-shattering events to the extent they are able today. Pictures, their technique, their transmission, their reproduction have all been advanced, speeded up, and perfected.



Rotogravure sections bring the world into millions of homes every Sunday. They are the great universal medium by which pictures reach the people. Vital events intensify the reader's interest in these most popular Sunday supplements.

THE SIX GRAVURE GROUPS (five represented by Newspaper Groups plus Metropolitan) form a complete national coverage pattern with over 12,000,000 unduplicated circulation. ADVERTISING'S EFFECTIVENESS is increased when coupled with the INTENSE READER INTEREST and BALANCED COVERAGE offered by Rotogravure today.

NEWSPAPER GROUPS INC.

(formerly Gravure Service Corporation)

420 LEXINGTON AVENUE, NEW YORK

Chicago - 360 N. Michigan Ave.

Detroit - General Motors Bldg.

San Francisco — Chronicle Bldg.

U. S. AREA MAP THE STATES PROPORTIONED TO LAND AREA

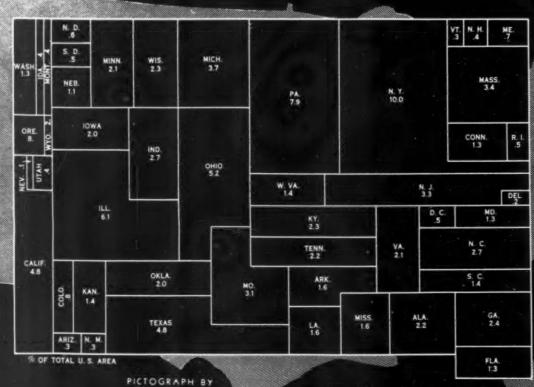


Sales Management

Source: Bureau of Foreign & Domestic Commerce

U. S. POPULATION MAP

THE STATES PROPORTIONED TO JULY 1, 1937 POPULATION ESTIMATES



Sales Management

Source: Bureau of Foreign & Domestic Commerce

What was it

that the sales manager



the district sales managers to

tell the salesmen to tell the



jobbers to tell the grocers



What the sales manager said was mighty important, but somehow it didn't sound so very important by the time the jobber's salesman got around to the grocer.

Every step along the way it lost a little — a little in fact — a little in enthusiasm. By the time it got to the end of the line it wasn't the same story at all — and often it wasn't the salesman's fault, either.

But there is a way to tell your story to the leading food merchants the way you want it told. Put your message in type and pictures and through The Progressive Grocer you can tell that story, without any variation in fact or enthusiasm, to the key merchants who run the food markets that do 65% of the grocery volume.

The Progressive Grocer way is direct and sure to the 75,000 leading retailers, wholesalers and chain store executives.

That is the reason so many leading food manufacturers use it regularly to get their sales story to the leading merchants the way they hope the salesman will tell it.

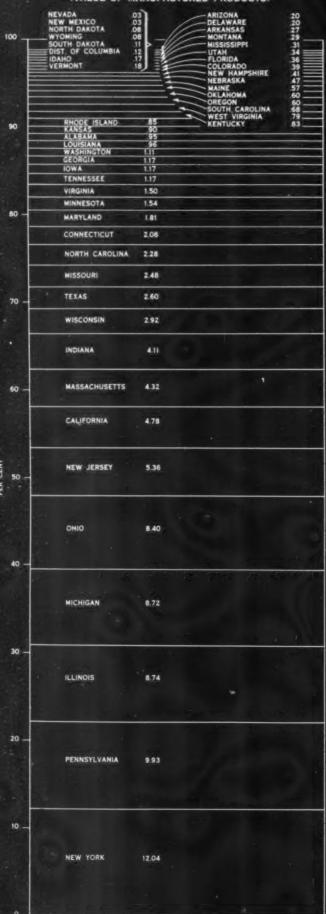
The Progressive Grocer

BUTTERICK BLDG. 161 SIXTH AVE. NEW YORK . MALLERS BLDG. CHICAGO . HOBART BLDG. SAN FRANCISCO

RELATIVE IMPORTANCE OF STATES IN INDUSTRY AND FARMING, 1937



(VALUE OF MANUFACTURED PRODUCTS)



Source: Census of Manufacturers, 1937

FARMING

(CASH INCOME AND GOVERNMENT PAYMENTS)



PICTOGRAPH BY Sales Management

Source: Department of Agriculture, 1937

It's Only Human to BIFURCATE

• Tomato plants grow in suburban gardens. Flowers bloom in apartment-house window boxes. Chickens lay eggs in small-town coops.

It's only human for so-called rural media, seeking circulation, to *bifurcate* into these urban and semi-urban fields.

Behind bifurcation of actual circulation placement invariably lies a bifurcation of editorial appeal.

This bifurcation is what reduces your farm advertising from an epic effort to a polite "howdy mam".

CENT

PER

But . . . take any issue of Capper's Farmer. Skim through its farm-fact

laden pages. Try to find a single sentence which bifurcates into any other field of interest.

You won't! Capper's Farmer is built for the farm family and nobody else . . . with an editorial technique that is making journalistic history. There is no wasteful bifurcation into irrelevant markets . . . and not a yawn in any issue for the 1,160,000 farm families who read

Capper's Farmer every month with dynamic understanding.

That's why Capper's Farmer is the most powerful way by which to send your advertising into the farm field today.

Capper's Farmer . . . Topeka, Kansas



STRAIGHT TO THE FARM
FAMILY—NO BIFURCATION

Major Trading Areas and Their Buying Power

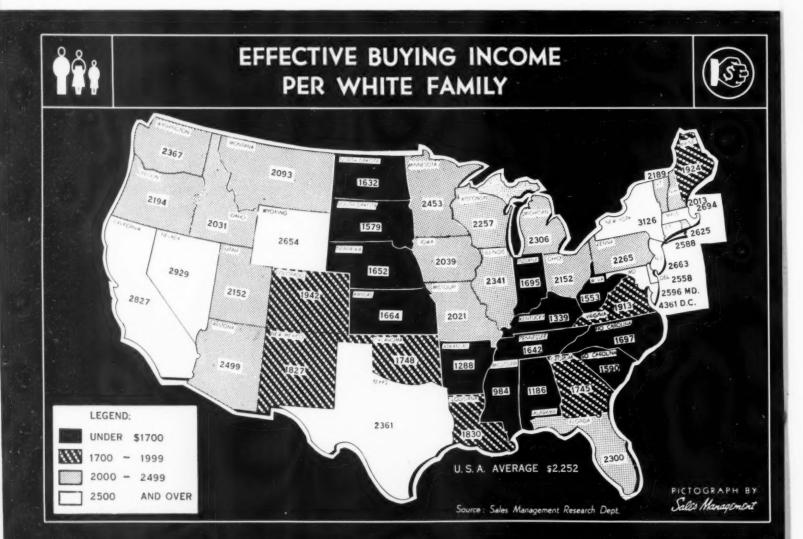
Numerals to the left of the city names are a key to similar numerals following county names in every state. Through the courtesy of Batten, Barton, Durstine & Osborn, every county is assigned to one of the retail trading areas outlined by their research department (exceptions being five supplementary areas outlined by SALES MANAGEMENT). Page numbers refer to other data on area.

io. of rea	City	State, and Number of Counties	National Buying Power %	Page No.	No. of Area	City	State, and Number of Counties	National Buying Power %	Page No.
1	Augusta	Maine	.0629	58 58	30 31	Pittsburgh	Pa. 17, W. Va. 4, O. 1 W. Va. 12, Va. 1	2.4253	8
2	Bangor Lewiston	Maine 4	.1925	58 58	32	Parkersburg	W. Va. 12, Va	.0647	10
A	Portland	Maine 5	.2410	58	33	Wheeling	W. Va. 5, Ohio 1	.1558	10
5	Barre	Vt 1	.0393	60	34	Altoona	Pa 2	.1120	8
6	Burlington	Vt	.0817	60	35	Harrisburg	Pa 13	.6038	8
7	Rutland	Vt	.0906	60	36	Williamsport	Pa	.0968	- 8
8	St. Johnsbury	Vt 3	.0389	60	37	Philadelphia	Pa. 13, N. J 7	3.9974	1
9	Boston	Mass. 8, N. H. 10, Vt. 2	3.1660	61	38	Wilmington	Del. 3, Md. 1	.2635	
10	Fall River-New Bedford	Mass. 1	.2556	61	39	Baltimore	Md. 16, Va. 2, W. Va. 2	1.2099	1
11	Springfield	Mass. 4	.5039	61	40	Cumberland	Md. 2, W. Va. 7	.0922	1
12	Worcester	Mass. 1	.3890	61	41	Hagerstown	Md. 1, Pa	.0971	1
13 14	Providence Norwich-New London	R. I. 5 Conn. 2	.6189	62	42	Washington Harrisonburg	D. C., Md. 3, Va. 12 Va. 4	1.1927	1
15	Hartford	Conn. 4	.5364	63	44	Winchester	Va	.0228	i
10				-	40				
16 17	New Haven-Waterbury	Conn 1	.4138	63 74	45 45A	Cleveland	Ohio 20	2.3498	**1
18	Albany-Troy-Schenectady Utica	N. Y. 13 N. Y. 3	.8745	78	45A	Akron	Ohio 1 Ohio 2	.3089	1
19	Binghampton	N. Y. 5, Pa. 1	.3281	74	47	Columbus	Ohio. 20	.7408	i
20	Elmira	N. Y 4	.1493	74	48	Springfield	Ohio 2	.0997	i
								1.000	
21	Syracuse	N. Y 7	.5657	76	49	Zanesville	Ohio 6	.1209	1
22 23	Watertown New York	N. Y. 14, N. J. 14,	.2175	78	50 51	Cincinnati	Ohio 10, Ind. 5, Ky. 14	1.0961	1
23	New York	Conn. 1	12.9988	74	52	Charleston	Ohio 6 W. Va. 12, Va. 2	.3849	1
23A	Newark	N. J	2.6872	*78	53	Huntington	W. Va. 12, Va. 2 W. Va. 6, Ky. 10, O. 1	.2187	1
24	Scranton	Pa 4	.2634	80	33	Frantington	W. Va. 6, Ky. 10, O. 1	.210/	,
	ouramon	***************************************	. 2004	99	54	Lima	Ohio 5	.1318	1
25	Wilkes-Barre	Pa 2	.3314	82	55	Toledo	Ohio 14, Mich. 3	.6735	i
26	Rochester	N. Y	.6861	76	56	Indianapolis	Ind	1.0031	1
27	Buffalo	N. Y. 7, Pa	1.2495	74	57	Richmond.	Ind 2	.0524	1
28	Erio	Pa 4	.2383	80	58	Battle Creek	Mich 1	.0788	1
29	Johnstown	Pa 2	.1579	80					

^{*}Figures also combined under New York.

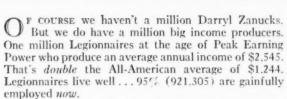
**Figures also combined under Cleveland.

(Continued on Page 24)



Meet Darryl F. Zanuck LEGIONNAIRE...

Darryl served Overseas with the 37th Division . . . decorated French Legion of Honor . . . Returned to work as long-shoreman, pugilist, outdoor advertising operator, movie writer . . . Successfully produced "The Jazz Singer," "Little Caesar," "The House of Rothschild," "Alexander's Ragtime Band," "The Life of Alexander Graham Bell," and many more . . . Now V.P. in charge of production 20th Century Fox, a regular reader of the American Legion Magazine.



11 out of 20 Legionnaires own their own homes.

4 out of 5 Legionnaires own one or more automobiles. Legionnaires spend well . . . 11.1% (107,842) own Oil Burners against the national average of 5.2%—a "Legionplus" of 5.9% over the national average . . . 65.2% (631,951) own Vacuum Cleaners against the national

average of 37.4%—a "Legionplus" of 27.8% over the national average, . . .

Yes, Legionnaires have high living standards and high buying standards because they have high earning producing ability.... We call it Legionpower to the tune of $2\frac{1}{2}$ billion dollars annually. How can you get your share?... By starting your advertising now in The American Legion Magazine.... It's read from cover to cover by all the family because it's Legionnaire-owned, Legionnaire-published, and Legionnaire-edited.

For increased sales, try The American Legion Magazine. Drill it with your advertising and watch it explode 2½ BILLION DOLLARS worth of

LEGIONPOWER



L E G I O N

MAGAZINE

9 ROCKEFELLER PLAZA, NEW YORK CITY



COMPLETE FACTS ABOUT LEGIONPOWER NOW AVAILABLE IN ROSS FEDERAL RESEARCH REPORT, MAY 31, 1938. WRITE TO FRED L. MAGUIRE, ADVERTISING DIRECTOR, FOR A COPY.

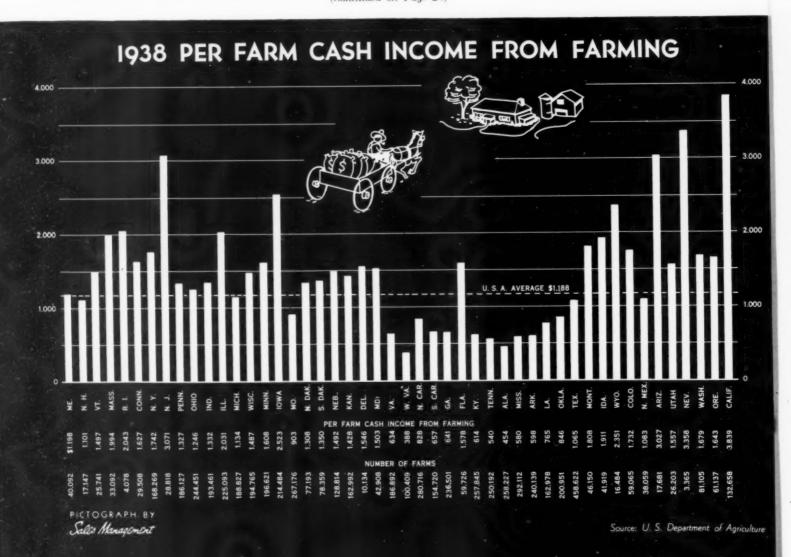
Major Trading Areas and Their Buying Power

(Continued from Page 22)

No. of Area	City	State, and Number of Counties	National Buying Power %	Page No.	No. of Area	City	State, and Number of Counties	National Buying Power %	Page No.
59	Bay City	Mich	.1175	132	93	Duluth	Minn 7	.2573	160
60	Detroit	Mich. 14	2.4110	132	94	Sioux Falls	S. D	.1987	161
61	Flint	Mich. 1	.1848	132	95	Minneapolis-St. Paul	Minn. 79, Wis. 3,	0 4005	16
62	Jackson	Mich. 2	.0888	132			N. D. 1, S. D 4	2.4325	
63	Lansing	Mich. 5	.1886	132	96 97	Fargo-Grand Forks Sioux City	N. D. 52, Mont 2 lowa 12, Minn. 1,	.4175	16
64	Saginaw	Mich 3	.1277	132			S. D. 30, Neb 2	.4496	16
65	Fort Wayne	Ind	.2982	128					
66	Lafayette	Ind. 3	.0701	128	98	Lincoln	Neb. 13	.1882	16
67	Logansport	Ind	.0780	128	99	Omaha	Neb. 76, la. 7, S. D. 6	.9257	16
68	Muncie	Ind 4	.0980	128	100	Des Moines	lowa 46	.8785	16
00 1	THE STATE OF THE S		.0000	,	101	Mason City	lowa 4	.0754	16
69	South Bend	Ind	.2092	128	102	St. Louis	Mo. 54, Ark. 1, III. 26	2.1427	16
70	Terre Haute	Ind. 6, III. 3	.1899	128					
71	Champaign-Urbana	111. 2	.0848	128	103	Springfield	Mo. 20, Ark. 1	.1640	16
72	Chicago	III. 25, Ind. 6, Wis. 5,	1.10.10	120	104	Joplin	Mo. 3, Kan. 1, Okla. 3	.1110	16
12	Omeago	Mich. 2	5.5638	128	105	Kansas City	Mo. 27, Kan. 70, Okla.3	1.7944	16
72A	Rockford	III 6	.2141	***130	106	St. Joseph	Mo 9	.1315	16
12M	Hockiolo				107	Wichita	Kan. 32, Okla. 8, Tex. 1	.5430	16
73	Bloomington	III. 2	.0838	128					
74	Danville	III., 1, Ind. 2	.0823	128	108	Danville	Va. 4, N. C 1	.0818	10
75	Decatur	III 6	.1375	128	109	Lynchburg	Va. 8	.1095	10
76	Mattoon	III. 3	.0403	130	110	Newport News	Va. 2	.0676	10
77	Peoria	III	.3651	130	111	Staunton	Va. 2	.0357	10
11	Pouria	m	.5051		112	Norfolk	Va. 2 Va. 5, N. C. 12	.2932	16
78	Quincy.	III. 3, Mo. 2	.0799	130					
79	Springfield	III 10	.2558	130	113	Roanoke	Va	.1570	10
80	Kalamazoo	Mich. 3	.1384	132	114	Richmond	Va 35	.4556	10
81	Green Bay	Wis. 5, Mich. 3	.1775	133	115	Asheville	N. C. 16	.1286	10
82	Grand Rapids	Mich. 23	.4910	132	116	Charlotte	N. C. 17, S. C 4	.4057	10
08					117	Durham	N. C. 3	.0756	10
83	La Crosse	Wis	.0737	133					
84	Madison	Wis. 4	.1945	133	118	Greensboro	N. C 5	.1905	10
85	Milwaukee	Wis	1.7189	133	119	Wilmington	N. C 5	.0654	10
86	Superior	Wis. 10, Mich. 9	.2515	133	120	Winston-Salem		.1373	10
87	Burlington	lowa 7, III	.1252	160	121	Raleigh	N. C 30	.5217	. 10
**					122	Charleston	S. C 6	. 1057	10
88	Cedar Rapids	lowa 4	.1576	160					
89	Davenport-Clinton	lowa 5	.2800	160	123	Columbia	S. C 20	.3051	10
	Moline-Rock Island	11		130	124	Greenville		.2044	1
90	Dubuque	lowa 8, Wis. 1	.1734	160	125	Albany	Ga	.0989	1
91	Ottumwa	lawa 1	.0353	160	126	Augusta	Ga. 12, S. C. 6	.1286	10
92	Waterloo		.1323	160	127	Atlanta	Ga. 56, Ala. 2, S. C. 17	.7809	1

^{***}Figures also combined under Chicago.

(Continued on Page 26)



30% OF THE FARM BUYING POWER IN ONE MARKET

Nowhere else is the layer of farm income spread so thick as in these 8 m i d w e s t states. With 19.9% of the nation's farms, they receive 29.6% of America's cash farm income.



80% OF THIS MARKET WITH ONE MEDIUM

No other farm medium comes within HALF of equaling the farm circulation in these 8 states given by The Midwest Farm Papers. 77% actual farm coverage by the Midwest Unit — 36% by the strongest National.

For dominant farm circulation in the dominant farm market, there's only one answer—

The MIDWEST FARM PAPERS



Major Trading Areas and Their Buying Power

(Continued from Page 21)

No. of Area	City	State, and Number of Counties	National Buying Power %	Page No.	No. of Area	City	State, and Number of Counties	National Buying Power %	Page No.
128	Columbus	Ga. 9, Ala. 2	.0841	104	162	Austin	Texas 4	.1263	176
29	Macon	Ga. 39	.2374	104	163	San Antonio	Texas 45	.7351	177
30	Savannah	Ga. 21, S. C. 2	.1717	104	164	Mobile	Ala. 6, Miss 4	.1243	14
31	Jacksonville	Fla. 34, Ga. 1	.4880	104	165	Natchez	Miss. 2, La. 2	.0203	14
132	Miami	Fla. 7	.3634	104	166	New Orleans	La. 33, Miss. 12	.7955	17
33	Pensacola	Fla. 10	.0922	104	167	Shreveport	La. 25, Ark. 1	.4001	17
34	Tampa	Fla. 16	.3412	104	168	Billings	Mont. 18, Wyo 1	.1075	18
134A	St. Petersburg	Fla.	.0852	****104	169	Butte	Mont	.1776	18
35	Evansville	Ind. 8, Ky .3, III 7	.2494	128	170	Great Falls	Mont	.1514	18
136	Paducah	Ky. 8, III. 1	.0669	144	171	Salt Lake City	Utah 25, Nev. 3,		
22	Lautantes	Kv. 33	.2099	144			Wyo. 2, Ida. 2	.5736	18
37	Lexington			144	170	D	Colo. 63, Wyo. 21,		
38	Louisville		.6589	100	172	Denver	Kan. 2 Neb. 1.		
39	Bristol	Va. 31, Tenn. 5, N. C. 4	.1181	144			N. M. 6. Okla. 1.		
140	Knoxville	Tenn. 21, Ky. 3, Va 4 Tenn. 39	.3294	144			Texas 1, S, D, 1,		
141	Nashville	Tenn. 39	.4216	144			Utah 4	1.1760	1
	Ct	Tenn. 10. Ala. 2. Ga. 4	.1973	144	173	Albuquerque	N. M. 14	.1581	1
142	Chattanooga		.19/3	144	174	El Paso	Tex. 9, Ariz. 2, N. M.11	.2889	1
143	Memphis	Tenn. 20, Ky. 1, Ark. 10, Miss. 42	.8863	144	175	Seattle	Wash. 18	1.0983	1
	testoon		.0993	144	176	Spokane		1.0983	10
144	Jackson		.0982	144	1/0	Брокапе	Wash. 15, Ida. 10, Mont. 4	.4309	1
145 146	Meridian	Miss. 12, Ala. 2 Miss. 1, La. 1	.0241	144			Mont 4	.4309	10
140	Vicksburg	Wilss, I, La 1	.0241	144	177	Boise .	Ida. 13, Ore. 1	.1282	10
147	Birmingham	Ala. 33	.5540	144	178	Portland		1.0496	1
148	Gadsden	Ala. 33 Ala. 2	.0294	144	179	Reno	Ore. 35, Wash. 6 Nev. 13	.0770	18
149	Montgomery	Ala. 18, Ga 2	.1997	144	180	Fresno	Cal. 4	.2941	1
150	Fort Smith	Ark. 9, Okla. 2	.1168	176	181	Stockton	Cal. 2	.1296	1
151	Little Rock		.3782	176	101	Stockton	Cal. 2	.1290	
131	Little Mock	Ark. 46	.3/02	1/0	182	Sacramento	Cal. 17	.4355	15
152	Oklahoma City	Okla. 46	.9465	176	183	San Francisco	Cal. 25	2.3901	19
153	Tulsa	Okia. 15	.4638	176	183A	Oakland	Cal. 9, Ariz. 2, Nev. 1	.6618	*****
154		Texas 28	.9957	176	184	Los Angeles	Cal. 12	3.7749	1
155	Dallas Texarkana	Texas 1, Ark. 7	.0774	177	185	Phoenix	Ariz. 8	.2481	1
156			.1522	177	103	Pridemix	Ariz.	. 2401	
130	Waco	Texas 7	.1322	1//	186	Tucson	Ariz. 2	.0632	1
157	Amarillo	Texas 16	.1716	176	187	San Diego	Cal. 1	.2884	1
158	Wichita Falls	Texas 7		177	101	San Diego	Jan.	. 2004	
159	Fort Worth	Texas 84		176					
160	Beaumont	Texas 6, Ala. 3		176			3.073	100.0000	
161	Houston	Texas 6, Ala. 3	1.0857	176			3,073	100.0000	

^{****}Figures also combined under Tampa

1938 RETAIL SALES BY STATES AS PERCENT OF U. S. A. TOTAL



Sales Management

Source: Sales Management Research Department

^{*****}Figures also combined under San Francisco.



Sales prospectors who are constantly on the look-out for plus markets have "struck it rich" in San Francisco this year! The glamorous World's Fair on Treasure Island has become a sensational Profit Lode, attracting hundreds of thousands of spending '39ers.

And those who get right down to bedrock have discovered that The CALL-BULLETIN is

The NUGGET Paper in a GOLDEN Market.

It's a NUGGET because of its evening circulation leadership...its circulation quality...its value and preference when a rip-snortin' sales job is needed.

For more details on these rich diggin's ... and this NUGGET paper ... call in a Paul Block man!





CALL-BULLETIN

(Est. 1856)

(Est. 1855)

Eff. Buying Income Per Family—the 100,000 Group of City-Counties

This listing is confined to counties whose city-zone (newspaper-carrier limit) population exceeds 100,000. Excluded are 18 suburbs of larger cities. The dollar figures on Effective Buying Income per family for the year 1938 are Sales Management's estimates and cover the complete county.

CITY-STATE	COUNTY	EFFEC- TIVE BUY- ING IN- COME PER FAMILY	Rank in Group	CITY-STATE	COUNTY	EFFEC- TIVE BUY- ING IN- COME PER FAMILY	Rank in Group
Akron, O.	Summit	\$2,425	67	Flint, Mich	Genesee	2.242	85
Albany, N. Y Atlanta, Ga.	Albany DeKalb-	2,114	92	Fort Wayne, Ind.	Allen	2,324	77
	Fulton	2,488	62	Forth Worth, Texas	Tarrant	3.335	8
Atlantic City, N. J.	Atlantic	2.602	53	Gary, Ind.	Lake	2.189	87
Baltimore, Md	Baltimore	2,644	48	Grand Rapids, Mich.	Kent	2.234	86
Birmingham, Ala	Jefferson	1,655	101	Harrisburg, Pa.	Dauphin	2.055	94
Boston, Mass	Suffolk	3,101	14	Hartford, Conn.	Hartford	2.765	33
Bridgeport, Conn.	Fairfield	2.719	41	Houston, Texas	Harris	3.286	8
Buffalo, N. Y	Erie	2,417	68	Indianapolis, Ind	Marion	2,558	56
Camden, N. J.	Camden	1,908	96	Jacksonville, Fla	Duval		31
				Johnstown, Pa	Cambria	1,718	100
Canton, O.	Stark	2,096	93	Kansas City, Mo	Jackson	3.001	16
Chattanooga, Tenn	Hamilton .	2,475	64				
Chicago, Ill.	Cook	2,769	32	Knoxville, Tenn.	Knox	2.331	76
Cincinnati, O	Hamilton	2.627	49	Little Rock, Ark.	Pulaski	1.874	99
Cleveland, O	Cuyahoga	2,736	36	Los Angeles, Cal	Los Angeles.		23
Columbus, O	Franklin	2,360	71	Lowell, Mass	Middlesex .	2.952	17
Dallas, Texas	Dallas	3,582	3	Louisville, Ky	Jefferson.	2.854	24
Davenport, lowa	Scott	3,169	11	Lynn, Mass	Essex		57
Dayton, O	Montgomery	2,430	66	Memphis, Tenn.	Shelby		47
Denver, Colo.	Denver	2,510	59	Miami, Fla	Dade	2.952	17
				Milwaukee, Wis.	Milwaukee	2,883	20
Des Moines, lowa.	Polk	3,426	- 5	Minneapolis, Minn	Hennepin		4
Detroit, Mich.	Wayne	2,905	19			-,	1
Duluth, Minn.	St. Louis	3,124	13	Nashville, Tenn.	Davidson	\$2,879	21
Elizabeth, N. J.	Union	2,804	27	Newark, N. J.	Essex	3.096	15
El Paso, Texas	El Paso	2,261	83	New Bedford, Mass	Bristol	2,336	73
Erie, Pa.	Erie	1,886	97	New Haven, Conn	New Haven	2,688	45
Evansville, Ind.	Vandenburg		91	New Orleans, La	Orleans	2,508	60
Fall River, Mass.	Bristol	2,336	73	New York, N. Y.	5 Counties	3,609	2

CITY-STATE	COUNTY	EFFEC- TIVE BUY- ING IN- COME PER FAMILY	Rank in Group
Norfolk, Va. Cakland, Cal. Oklahoma City, Okla. Omaha, Nebr.	Norfolk Alameda Oklahoma Douglas	2,480 2,570 2,724 2,696	63 55 39 43
Passaic, N. J. Paterson, N. J. Pawtucket, R. I. Peoria, III. Philadelphia Pa. Pittsburgh, Pa. Portland, Ore. Providence, R. I. Reading, Pa. Richmond, Va.	Passaic Passaic Providence Peoria Philadelphia Allegheny Multnomah Providence Berks Henrico	2,302 2,780 2,692 2,596 2,721 2,790 2,780	79 79 29 44 54 40 28 29 90 51
Rochester, N. Y. Rockford, Ill. Sacramento, Cal. St. Louis, Mo. St. Paul, Minn. Salt Lake City. Utah San Antonio, Texas San Diego, Cal. San Francisco, Cal. Scranton, Pa.	Monroe Winnebago Sacramento St. Louis Ramsey Salt Lake Bexar San Diego San Francisco Lackawanna	2,761 3,225 3,307 2,875 2,729 2,731	82 89 34 9 7 22 38 37 10 72
Schenectady, N. Y. Seattle, Wash. South Bend Ind. Spokane, Wash. Springfield, Mass. Syracuse, N. Y. Tampa, Fla. Tacoma, Wash. Toledo, O. Trenton, N. J.	Schenectady King St. Joseph Spokane Hampden Onondaga Hillsborough Pierce Lucas Mercer	1,920 2,748 2,508 2,335 1,881 2,318	42 26 95 35 60 75 98 78 84 49
Troy, N. Y. Tulsa, Okla. Utica, N. Y. Washington, D. C. Waterbury, Conn. Wichita, Kans. Wilkes-Barre, Pa. Wilmington, Del. Worcester, Mass. Yonkers, N. Y. Youngstown, O.	Rensselaer Tulsa Oneida New Haven Sedgwick Luzerne New Castle Worcester Westchester Mahoning-	2,416 3,767 2,688 2,431 2,168 2,606 2,295	70 25 69 1 45 65 88 52 81



39

ANGOSTIIRA BITTERS BARRINGTON HAND CREAM BRER RABBIT MOLASSES CAMAY CASTORIA CHERAMY CLAPP'S BABY FOOD CUTEX DENTYNE GUM FIBS FRENCH'S BIRD SEED GAINSBOROUGH POWDER PUFFS HALO SHAMPOO HAMPDEN POWD'R BASE HANSEN GLOVES JANTZEN SWIM SUITS KARO TABLE SYRUP

LIFEBUOY
LISTERINE
LOVALON HAIR RINSE
MAR-O-OIL SHAMPOO
MODESS
PARK & TILFORD
PEPSODENT
MARY PICKFORD
COSMETICS
PRINCESS PAT
PRO-CURLER HAIR

PYREX
ROYAL LACE PAPER
SHWAYDER LUGGAGE
SITROUX TISSUES
SMITH BROTHERS

CURLER

SMITH AND CORONA TYPEWRITERS

STRONGHEART DOG FOOD TAMPAX

TOBER-SAIFER SHOE COMPANY

VARADAY OF VIENNA
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WOODBURY

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THIRTY-NINE new advertisers invest \$280,680.50 in the most economical, fastest growing and vigorous media among women's magazines—reaching a market of more than 2,200,000 young women most of whom are in their early twenties—keen, alive, receptive, forming their buying habits.

Have YOU a product to sell to these young women at the lowest rate per page per thousand delivered circulation in the entire woman's field through...

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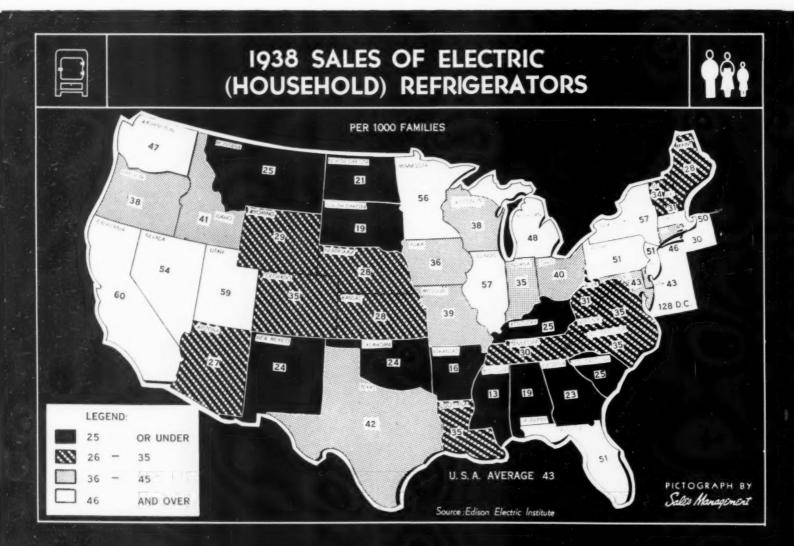
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Eff. Buy. Inc. Per White Family—the 100,000 Group of City-Counties

This listing is confined to counties whose city-zone (newspaper-carrier limit) population exceeds 100,000. Excluded are 18 suburbs of larger cities. The dollar figures of Effective Buying Income per white family for the year 1938 are Sales Management's estimates and cover the complete county.

CITY-STATE	COUNTY	EFFEC- TIVE BUY- ING IN- COME PER WHITE FAMILY	Rank in Group	CITY-STATE	COUNTY	EFFEC- TIVE BUY- ING IN- COME PER WHITE FAMILY	Rank in Group
Akron, O	Summit Albany	\$2,472 2,131	70 94	Flint, Mich Fort Wayne, Ind	Genesee	\$2,280 2,346	85 79
Atlanta, Ga.	DeKalb-	0.000	20	Fort Worth Town	Towns	0.045	
*** O'A **	Fulton	2,989	30	Fort Worth, Texas	Tarrant	3,645	5
Atlantic City, N. J.	Atlantic	2,851	42	Gary, Ind.	Lake	2,350	77
Baltimore, Md.	Baltimore	2,907	33	Grand Rapids, Mich.	Kent.	2,249	88
Birmingham, Ala.	Jefferson	2,173	90	Harrisburg, Pa	Dauphin	2,129	95
Boston, Mass	Suffolk	3,155	22	Hartford, Conn	Hartford	2,799	48
Bridgeport, Conn.	Fairfield	2,753	54	Houston, Texas	Harris	3,834	3
Buffalo, N. Y	Erie	2,449	71	Indianapolis, Ind	Marion	2,722	57
Camden, N. J.	Camden	1 982	98	Jacksonville, Fla	Duval	3,456	10
				Johnstown, Pa.	Cambria	1,732	101
Canton, O	Stark	2,127	96	Kansas City, Mo	Jackson	3,177	20
Chattanooga, Tenn	Hamilton	2,879	37				
Chicago, III	Cook	2,872	38	Knoxville, Tenn	Knox	2,520	67
Cincinnati, O	Hamilton	2,771	52	Little Rock, Ark	Pulaski	2,281	84
Cleveland, O	Cuyahoga	2,834	43	Los Angeles, Cal	Los Angeles	3,014	28
Columbus, O	Franklin	2,492	69	Louisville, Ky	Jefferson	3,141	23
Dailas, Texas.	Dallas.	3,966	2	Lowell, Mass	Middlesex	2,971	31
Davenport, Iowa	Scott	3,196	18	Lynn, Mass	Essex	2,562	64
Dayton, O	Montgomery	2,522	66	Memphis, Tenn.	Shelby	3,586	6
Denver, Colo	Denver	2,577	63	Miami, Fla	Dade	3,305	15
				Milwaukee, Wis.	Milwaukee	2,904	34
Des Moines, Iowa	Polk .	3,499	8	Minneapolis, Minn.	Hennepin	3,575	7
Detroit, Mich.	Wayne	3,020	27				
Duluth, Minn.	St. Louis	3,135	24	Nashville, Tenn.	Davidson	3,367	12
Elizabeth, N. J.	Union.	2,896	36	Newark, N. J.	Essex	3,226	17
El Paso, Texas	El Paso		14	New Bedford, Mass	Bristol	2,355	74
Erie, Pa	Erie	1.895	100	New Haven, Conn.	New Haven.	2,722	57
Evansville, Ind.	Vandenburg.	2.198	89	New Orleans, La	Orleans	3.042	26
Fall River, Mass.	Bristol	2,355	74	New York, N. Y.	5 Counties	3,699	4

	CITY-STATE	COUNTY	EFFEC- TIVE BUY- ING IN- COME PER WHITE FAMILY	Rank in Group
	Norfolk, Va. Oakland, Cal. Oklahoma City, Okla. Omaha, Nebr.	Norfolk Alameda Oklahoma Douglas	2,636 2,853	21 61 41 50
	Passaic, N. J. Paterson, N. J. Pawtucket, R. I. Peoria, III. Philadelphia, Pa. Pittsburgh, Pa. Portland, Ore. Providence R. I. Reading, Pa. Richmond, Va.	Passaic Passaic Providence Peoria Philadelphia Allegheny Multnomah Providence Berks Henrico	2,804 2,725 2,773 2,821 2,812 2,804 2,144	81 81 46 55 51 44 45 46 92 24
	Rochester, N. Y Rockford, III. Sacramento, Cal. St. Louis, Mo St. Paul, Minn. Salt Lake City, Utah. San Antonio, Texas. San Diego, Cal. San Francisco, Cal. Scranton, Pa	Monroe Winnebago Sacramento St. Louis Ramsey Salt Lake Bexar San Diego San Francisco Lackawanna	2,141 2,909 3,442 3,342 2,903 3,459 2,861	86 93 32 11 13 35 9 40 16 76
A CONTRACTOR OF THE PROPERTY O	Schenectady, N. Y. Seattle, Wash. South Bend, Ind. Spokane, Wash. Springfield, Mass. Syracuse, N. Y. Tacoma, Wash. Tampa, Fla. Toledo, O. Trenton, N. J.	Schenectady King St. Joseph Spokane Hampden Onondaga Pierce Hillsborough Lucas Mercer	2,871 1,944 2,761 2,526 2,348 2,344 2,113 2,255	55 39 99 53 65 78 80 97 87 60
	Troy, N. Y. Tulsa, Okla. Utica, N. Y. Washington, D. C. Waterbury, Conn. Wichita, Kans. Wilkes-Barre, Pa. Wilmington, Del. Worcester, Mass. Yonkers, N. Y. Youngstown, O.	Rensselaer Tulsa Oneida New Haven Sedgwick Luzerne New Castle Worcester Westchester Mahoning-	2,417 3,011 2,423 4,361 2,722 2,498 2,172 2,787	73 29 72 1 57 68 91 49 83 19
	•	Trumbull	2,626	62



Effective Magazine Coverage

IN THE BIG-CITY MARKET

This is how thoroughly the various types of national magazines cover the 24 key markets from coast to coast that do the lion's share of America's business:—

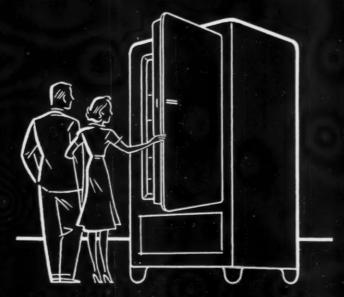
THE NATIONAL WEEKLIES	% of homes reached	THE WOMEN'S	MAGAZINES	% of homes reached	THE GENERAL	MONTHLIES	% of homes covered
WEEKLY A	12.0	MAGAZINE	A	11.1	MAGAZINE	A	7.0
WEEKLY B	9.3	MAGAZINE	B	10.8	MAGAZINE	B	6.8
WEEKLY C	8.8	MAGAZINE	C	8.8	MAGAZINE	C	5.7
WEEKLY D	8.1	MAGAZINE	D	8.6	MAGAZINE	D	4.7
WEEKLY E	2.8	MAGAZINE	E	7.5	MAGAZINE	E	4.1
THIS WEEK MAGAZINE	37.2	THIS WEEK	MAGAZINE	37.2	THIS WEEK	MAGAZINE	37.2

Even disregarding the considerable duplication between the abovelisted magazines, THIS WEEK covers almost as many homes as the first four competing weeklies combined or the top 4 women's magazines combined; far more than all 5 general magazines combined.

SOURCE: Latest available single-issue breakdowns, from publisher's own figures.

HOUSEHOLD REFRIGERATOR BUYERS

AND WHAT THEY READ



The figures at the right are from a survey made among 640 refrigerator buyers in 3 leading Detroit stores:—

- 66.3% or 2 out of 3 families, get THIS

 WEEK MAGAZINE
- 22% get the leading competing weekly
- 21.1% get the leading women's magazine
- 13.7% get the leading general monthly
- BUT—due to duplication, it takes the top 9 competing magazines (4 weeklies, 3 women's, 2 monthlies) to approximate THIS WEEK'S 2-out-of-3-families coverage of these actual buyers.

1938 Retail Sales Estimates — the 100,000 Group of City-Counties

This listing is confined to counties whose city-zone (newspaper-carrier limit) population exceeds 100,000. Excluded are 18 suburbs of larger cities. The dollar figures are estimates of Sales Management's research department and cover the complete county.

CITY-STATE	COUNTY	COUNTY RETAIL SALES in 000's	Rank in Group	CITY-STATE	COUNTY	COUNTY RETAIL SALES in 000's	Rank in Group
Akron, O.	Summit	\$123,585	42	Flint, Mich.	Genesee	63,590	80
Albany, N. Y. Atlanta, Ga.	Albany DeKalb-	109,876	50	Fort Wayne, Ind.	Allen	50,667	90
	Fulton	185,902	25	Fort Worth, Texas	Tarrant	85,093	65
Atlantic City, N. J.	Atlantic	53,938	86	Gary, Ind.	Lake	79,982	67
Baltimore, Md	Baltimore	348,869	10	Grand Rapids, Mich.	Kent	65.918	79
				Harrisburg, Pa.	Dauphin	57.098	83
Birmingham, Ala	Jefferson .	92,551	60	Hartford, Conn.	Hartford	148,967	36
Boston, Mass.	Suffolk	469,850	6	The state of the s			
Bridgeport, Conn.		143,248	37	Houston, Texas	Harris	153,471	33
Buffalo, N. Y.	Erie	282,156	14	Indianapolis, Ind.	Marion	160.279	29
Camden, N. J.	Camden	68.353	76	Jacksonville, Fla.	Duval	56,362	84
				Johnstown, Pa.	Cambria	39,319	98
Canton, O.	Stark	73,420	70	Kansas City, Mo.	Jackson	222,860	20
Chattanooga, Tenn.	Hamilton	50,810	89	riamas sity; inst			
Chicago, III.	Cook	1,415,627	2	Knoxville, Tenn.	Knox	47.574	92
Cincinnati, O.	Hamilton	252,496	17	Little Rock, Ark.	Pulaski	41,317	97
Cleveland, O.	Cuyahoga	450,893	7	Los Angeles, Cal.	Los Angeles	1,024,946	3
and a continue of the continue	yanaga	100,000		Louisville, Kv.	Jefferson	116.898	43
Columbus, O	Franklin	138,849	39	Lowell, Mass.	Middlesex	255 960	16
Dallas, Texas	Dallas	160,697	28	worrent mass.	middle oca	200 000	10
Davenport, Iowa	Scott	31,637	101	Lynn, Mass.	Essex	159,318	30
Dayton, O.	Montgomery	98,708	55	Memphis, Tenn.	Shelby	114,518	45
Denver, Colo.	Denver	135,080	40	Miami, Fla.	Dade	98,112	56
manifest amount of the		, auten		Milwaukee, Wis.	Milwaukee	280,799	15
Des Moines, Iowa	Polk	77,747	68	Minneapolis, Minn.	Hennepin	250,394	18
Detroit, Mich.	Wayne	596,406	5	Trimbapons, Immini	· · · · · · · · · · · · · · · · · · ·	200,001	
Duluth, Minn.	St. Louis		72	Nashville, Tenn.	Davidson	\$90,188	61
Elizabeth, N. J.	Union		46	Newark, N. J.	Essex		11
El Paso, Texas	El Paso	41,741	96	New Bedford, Mass.	Bristol	97,810	57
	m m.d	-1,141		New Haven, Conn.	New Haven	153,391	31
Erie, Pa.	Erie	55,463	85	New Orleans, La.	Orleans	141.889	38
Evansville, Ind.	Vandenburg	35,012	100	rech Oricans, La.	Or rounds	141,000	30
Fall River, Mass.	Bristol	97,810	57	New York, N. Y.	5 Counties	3,280,439	1

CITY-STATE	COUNTY	COUNTY RETAIL SALES in 000's	Rank in Group	
Norfolk, Va.	Norfolk	72,980	71	
Oakland,, Cal.	Alameda	211,327	21	
Oklahoma City, Okla.		88,266	62	
Omaha, Nebr.	Douglas	87,611	63	
Passaic, N. J.	Passaic	110,748	47	
Paterson, N. J.	Passaic	110,748	47	
Pawtucket, R. I.	Providence	197,469	23	
Peoria, III.	Peoria	51,862	88	
Philadelphia, Pa.	Philadelphia	733,035	4	
Pittsburgh, Pa.	Allegheny	438,842	8	
Portland, Ore.	Multnomah	171,987	26	
Providence, R. I.	Providence.	197,469	23	
Reading, Pa.	Berks	80,935	66	
Richmond, Va.	Henrico	93,018	59	
Rochester, N. Y.	Monroe	171,689	27	
Rockford, III.	Winnebago	35,910	99	
Sacramento, Cal.	Sacramento	67,374	77	
St. Louis, Mo.	St. Louis	294,257	13	
St. Paul, Minn.	Ramsey	150,546	35	
Salt Lake City, Utah	Salt Lake	69,810	74	
San Antonio, Texas	Bexar	102,489	54	
San Diego, Cal.	San Diego	102,634	53	
San Francisco, Cal	San Francisco	325,539	12	
Scranton, Pa.	Lackawanna	87,084	64	
Schenectady, N. Y	Schenectady	47,286	93	
Seattle, Wash.	King	203,020	22	
South Bend, Ind.		49,490	91	
Spokane, Wash.	Spokane	69,304	75	
Springfield, Mass	Hampden	116,519	44	
Syracuse, N. Y.	Onondaga	108,333	51	
Tacoma, Wash.	Pierce	53,583	87	
Tampa, Fla.		44,070	95	
Toledo, O.	Lucas	133,000	41	
Trenton, N. J.	Mercer	66,669	78	
Troy, N. Y.			94	
Tulsa, Okla.	Tulsa	70,707	73	
Utica, N.Y. Washington, D. C.	Oneida	73,820	69	
Washington, D. C.	AL STATE OF THE	371,155	9	
Waterbury, Conn.	New Haven.	153,391	31	
Wichita, Kans.	Sedgwick	57,158	82	
Wilkes-Barre, Pa.	Luzerne	104,946	52	
Wilmington, Del.	New Castle		81	
Worcester, Mass.	Worcester	150,641	34	
Yonkers, N. Y.	Westchester	242,683	19	
Youngstown, O.	Mahoning-	110 000	40	
	Trumbull	110.259	49	

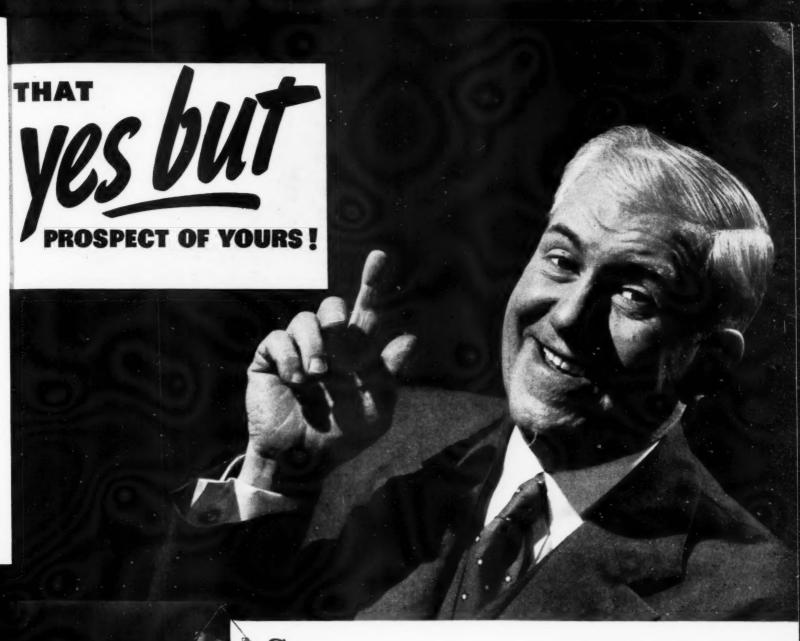
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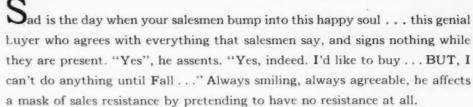
1938 LIFE INSURANCE SALES AND POPULATION

RATIO OF ORDINARY LIFE INSURANCE TO POPULATION

(SALES PERCENTAGE AS RELATED TO POPULATION PERCENTAGE)

	ALA: 42	ARIZ. 81	ARK. 41	CALIF. 138	COLO. 114	CONN. 123	DEL. 134	D, C. 250	FLA. 94	GA. 58	IDA 80	IND. 85	ILL. 129	
100%	## ## ## ## ##	Education		- identistississis	ludistressed	- - -	effectstiessele -			seed		TARTI- TORTI-		100%
	10WA 102	KAN. 85	KY. 54	LA. 58	ME, 71	MD. 109	MASS 113	MICH. 91	MINN. 106	MISS. 37	MO. 109	MONT. 75	NEB., 91	
100%	- interest		1000	nièsu	freerede	- Budgulbenderet	- Itselfsteesseige	distresied					18 18 18 18 18 18 18 18 18 18 18 18 18 1	1009
	NEV 133	N. H. 100	N. J. 125	N. MEX. 62	N. Y. 157	N. CAR. 55	N. DAK. 51	0HIO 102	OKLA. 85	ORE. 112	PENN. 100	R. L 111	5. CAR. 43	
00%	officedestituesids	distribution	- distinction		i distribution de la constantina della constanti	aidises.		ndydigisidi	Partie de la constante de la c	- Standard	100 mm	- 50 -		1009
source: Life Sales Resear		ķ	S. DAK. 53	TENN. 66	TEX. 102	UTAH 102	VT. 81	VA. 68	WASH. 101	W. VA. 58	WISC. 82	WYO. 113		
PICTOGR Salts Man	APH BY			00	- 10. - 10.		99	10. 10. 10. 10. 10. 10. 10. 10. 10. 10.	a second			nedsstraveide t		100%





Underneath, these "hard-to-sell" prospects are pretty shrewd fellows. They like to check what they hear against facts from other sources before they make up their minds. That's one of the reasons they read business papers. And the thing that's important to you is that they hang up their defensive masks when they pick up the A.B.P. publications that bring them progressive ideas about their livelihood. They are with editors in whom they have confidence . . . for whose counsel they have paid cash in advance with voluntary subscriptions.

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00%

1938 Effective Buying Income the 100,000 Group of City-Counties

This listing is confined to counties whose city-zone (newspaper-carrier limit) population exceeds 100,000. Excluded are 18 suburbs of larger cities. The Effective Buying Income figures in dollars are Sales Management's estimates and cover the complete county.

CITY-STATE	COUNTY	EFFEC- TIVE BUYING INCOME (in 000's)	Rank in Group	CITY-STATE	COUNTY	EFFEC- TIVE BUYING INCOME (in 000's)	Rank in Group
Akron, O.	Summit	\$204,590	45	Flint Mich	Genesee	115,051	77
Albany, N. Y	Albany	117,769	73	Fort Wayne, Ind	Allen	84,602	89
	Fulton	242,861	37	Fort Worth, Texas	Tarrant	170.866	58
Atlantic City, N. J.	Atlantic	83,504	90	Gary, Ind	Lake	130,604	69
Baltimore, Md	Baltimore	584,910	12	Grand Rapids, Mich.	Kent	136,873	65
		001,010		Harrisburg, Pa	Dauphin	84,879	88
Birmingham, Ala	Jefferson	173,597	52	Hartford, Conn	Hartford	279,083	32
Boston, Mass	Suffolk	624,589	11	riartiora, comm		210,000	0.6
Bridgeport, Conn.	Fairfield	256,115	36	Houston, Texas	Harris	300,379	28
Buffalo, N. Y	Erie	445,992	17	Indianapolis, Ind	Marion		30
Camden, N. J	Camden	117,144	74	Jacksonville, Fla	Duval	108,366	80
	- Carriagon	111,144	1.4	Johnstown, Pa	Cambria	72.212	96
Canton, O	Stark	115,245	76	Kansas City, Mo	Jackson		20
Chattanooga, Tenn	Hamilton	93,851	85	regrises city; mo	January 11	500,100	20
Chicago, Ill.	Cook	2,738,092	2	Knoxville, Tenn	Knex	81,203	92
Cincinnati, O	Hamilton	414,890	18	Little Rock, A k	Pulaski	63,074	100
Cleveland, O	Cuyahoga	820,685	7	Los Angeles, Cal	Los Angeles.		3
Dieverano, O	Cuyanoya	020,000	1 '	Louisville, Ky	Jefferson		35
Columbus, O	Franklin	220,400	40	Lowell, Mass	Middlesex		9
Dallas, Texas	Dallas	295,607	29	Luwell, Iviaco	IVIIQUIOCOX	002,211	
Davenport, Iowa	Scott	66,033	98	Lynn, Mass	Essex	316,574	25
Dayton, O	Montgomery	171,213	57	Memphis, Tenn	Shelby	214,517	41
Denver, Colo	Denver	199,196	49	Miami, Fla	Dade	118,442	72
Deliver, Colo	Deliver	130,130	40	Milwaukee, Wis	Milwaukee	511,147	14
Des Moines, lowa	Polk	156,345	61	Minneapolis, Minn	Hennepin	462,015	16
Detroit, Mich.	Wayne	1 202 000	4	rviinieapons, rviini	riennepm	402,013	10
Duluth, Minn	St. Louis	146,086	64	Nashville, Tenn	Davidson	\$153,346	62
Elizabeth, N. J.	Union	203,401	47	Newark, N. J.	Essex		10
El Paso, Texas	El Pase	68,650	97	New Bedford, Mass	Bristol		43
	LI FASU	00,000	91	New Haven, Conn	New Haven	300,676	26
Erie, Pa	Erio	82,258	91	New Orleans, La	Orleans		31
Evansville, Ind	Vandenburg	59,825	101	Item Gridgins, Ca	Orionis	200,114	31
Fall River, Mass		205,703	43	New York, N. Y	5 Counties	6.218.629	1
ran meet, mass	Dilatol	205,703	73	New Tork, N. T	3 Counties	0,210,029	1

CITY-STATE	COUNTY	EFFEC- TIVE BUYING INCOME (in 000's)	Rank in Group
Norfolk, Va. Oakland, Cal. Oklahoma City, Okla. Omaha, Neb.	Norfolk	128,330 352,321 151,789 159,929	70 24 63 59
Passaic, N. J	Passaic Passaic Providence Peoria Philadelphia	172,760 172,760 359,037 94,743 1,190,528	54 54 22 84 5
Pittsburgh, Pa Portland, Ore Providence, R. I Reading, Pa Richmond, Va	Allegheny Multnomah Providence Berks	849,442 270,928 359,037 121,475 134,811	6 33 22 71 67
Rochester, N. Y Rockford, III Sacramento, Cal St. Louis, Mo St. Paul, Minn.	Monroe Winnebage Sacramento St. Louis Ramsey	242,137 64,652 99,107 692,915 235,625	38 99 83 8 39
Salt Lake City, Utah San Antonio, Texas San Diego, Cal San Francisco, Cal Scranton, Pa	Salt Lake Bexar San Diego San Francisco. Lackawanna	132,646 188,985 173,091 566,847 156,554	68 51 53 13 60
Schenectady, N. Y Seattle, Wash South Bend, Ind Spokane, Wash Springfield, Mass	Schenectady	86,658 363,571 75,077 111,295 203,870 172,124	87 21 94 79 46 56
Syracuse, N. Y Tacoma, Wash Tampa, Fla Toledo, O Trenton, N. J.	Onondaga Pierce	104,242 72,505 194,527 112,210	81 95 50 78
Troy, N. Y	Tulsa Oneida	135,115 117,131 473,005	93 66 75 15 26
Wichita, Kans	New Castle Worcester Westchester	200,367 99,134 265,813	86 48 82 34 19
Youngstown, O	Mahoning-		

1938 Sales of New Passenger Carsthe 100,000 Group of City-Counties

This listing is confined to counties whose city-zone (newspaper-carrier limit) population exceeds 100,000. Excluded are 18 suburbs of larger cities. The unit figures are 1938 new passenger car sales for the complete county and were compiled especially for Sales Management by $R.\ L.\ Polk\ \&\ Co.$

CITY-STATE	COUNTY	NEW CAR SALES	Rank In Group	CITY-STATE	COUNTY	NEW CAR SALES	Rank in Group
Akron, O	Summit	5,003	52	Fort Worth, Texas	Tarrant	4.145	61
Albany, N. Y Atlanta, Ga	Albany DeKalb-	4,626	58	Gary, Ind	Lake Kent	4,716 3,593	57 72
	Fulton	8,276	27	Harrisburg, Pa	Dauphin	4,139	62
Atlantic City, N. J	Atlantic	1.826	100	Hartford, Conn	Hartford	6,930	34
Baltimore, Md	Baltimore	14,694	14				
		-		Houston, Texas	Harris	11,793	18
Birmingham, Ala	Jefferson	5,089	51	Indianapolis, Ind	Marion	10,342	23
Boston, Mass	Suffolk	11,050	21	Jacksonville, Fla	Duval	3,522	75
Bridgeport, Conn	Fairfield	7,309	32	Johnstown, Pa	Cambria	2.313	90
Buffalo, N. Y	Erie	14,489	15	Kansas City, Mo	Jackson	10.863	22
Camden, N. J	Camden	3,950	67	197		,	1
		_,,		Knoxville, Tenn	Knox	1.935	99
Canton, O	Stark	3,454	78	Little Rock, Ark	Pulaski	2,187	93
Chattanooga, Tenn	Hamilton	2.011	96	Los Angeles, Cal	Los Angeles.	62,659	3
Chicago, III.	Cook	68,526	2	Louisville, Ky	Jefferson	5,149	49
Cincinnati, O	Hamilton	11,741	19	Lowell, Mass	Middlesex	15,448	11
Cleveland, O	Cuyahoga	21,375	7			,	1
	,	21,010	1	Lynn, Mass	Essex	6,110	40
Columbus, O	Franklin	7.895	28	Memphis, Tenn	Shelby	5,549	44
Dallas, Texas	Dallas	10,185	24	Miami, Fla	Dade	5.219	48
Davenport, lowa	Scott	1,445	101	Milwaukee, Wis	Milwaukee	14,371	16
Dayton, O	Montgomery	4,817	55	Minneapolis, Minn.	Hennepin	13.337	17
Denver, Colo,	Denver	6.877	35	li minimus sing minimus.		.0,002	
		-1011		Nashville, Tenn	Davidson	3.377	80
Des Moines, Iowa	Polk	4,606	59	Newark, N. J.	Essex	16,138	9
Detroit, Mich	Wayne	37.384	4	New Bedford, Mass	Bristol	3,267	82
Duluth, Minn	St. Louis	3,326	81	New Haven, Conn	New Haven	6,541	36
Elizabeth, N. J	Union	6,309	39	New Orleans, La	Orleans	5,114	50
El Paso, Texas	El Paso	2,024	95	III		5,114	00
may community.		-1064		New York, N. Y	5 Counties	69,277	1
Erie, Pa	Erie	2,778	87	Norfolk, Va	Norfolk	3,529	74
Evansville, Ind	Vandenburg	1,998	97	Oakland, Cal	Alameda:	11,244	20
Fall River, Mass	Bristel	3,267	82	Oklahoma City, Okla.		5,908	41
Flint, Mich	Genesee	3,767	69	Omaha, Nebr	Douglas		47
Fort Wayne, Ind.	Allen	3,111	85	Committee Contraction	www.ina	0,001	40

	Trumbull	209,732	42
CITY-STATE	COUNTY	NEW CAR SALES	Rank in Group
Passaic, N. J	Passaic	4,068	64
	Passaic	4,068	64
	Providence	7,459	30
	Peoria	3,456	77
	Philadelphia	25,261	5
Pittsburgh, Pa	Allegheny	22,448	6
Portland, Ore	Multnomah	7,491	29
Providence, R. I	Providence	7,459	30
Reading, Pa	Berks.	3,801	68
Richmond, Va	Henrico	4,849	54
Rochester, N. Y	Monroe	9,340	25
Rockford, III	Winnebago	1,940	98
Sacramento, Cal	Sacramento	4,043	66
St. Louis, Mo	St. Louis	16,006	10
St. Paul, Minn	Ramsey	7,196	33
Salt Lake City, Utah	Sait Lake	3,537	73
San Antonio, Texas	Bexar.	4,931	53
San Diego, Cal	San Diego	5,898	42
San Francisco, Cal	San Francisco.	14,867	13
Scranton, Pa	Lackawanna	3,619	71
Schenectady, N. Y	Schenectady King St. Joseph Spokane Hampden	2,652	91
Seattle, Wash		8,426	26
South Bend, Ind		2,909	86
Spokane, Wash		2,701	88
Springfield, Mass		4,767	56
Syracuse, N. Y	Onondaga	5,790	43
	Pierce	2,283	92
	Hillsborough	2,367	89
	Lucas	5,365	46
	Mercer	3,473	76
Troy, N. Y Tulsa, Okla Utica, N. Y Washington, D. C Waterbury, Conn	Tulsa Oneida	2,072 4,414 3,120 17,289 6,541	94 80 84 8 36
Wichita, Kans Wilkes-Barre, Pa Wilmington, Del. Worcester, Mass Yonkers, N. Y.	New Castle Worcester Westchester.	6,318	70 45 79 38 12
Youngstown, O	Mahoning- Trumbull	4,139	63



• The hands that edit Southern Agriculturist are hands that know intimately the tasks of the rural homes and farms of the South.

The minds that edit Southern Agriculturist are minds that have used this intimate knowledge of tasks and needs in devising workable ways for improving Southern farm homes, for growing better crops, for wider diversification, and for applying the science of soil and mechanics to Southern conditions and Southern minds.

And now that the South emerges as the economic and social hope of the nation, the people of the rural South remember whose hands and minds pioneered in every workable plan for their betterment and the betterment of their sons and daughters.

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It should also suggest a certain method of reaching and selling your products to the nation's number one economic opportunity.

Southern Agriculturist

OVER 875,000 CIRCULATION

ESTABLISHED 1869

NASHVILLE, TENNESSEE

Auto Registrations as of July 1,'38, the 100,000 Group of City-Counties

This listing is confined to counties whose city-zone (newspaper-carrier limit) population exceeds 100,000. Excluded are 18 suburbs of larger cities. Registration figures cover the complete county and were compiled especially for Sales Management by R. L. Polk & Co.

CITY-STATE	COUNTY	REGIS- TRA- TIONS PER 1,000 FAMILIES	Rank in Group	CITY-STATE	COUNTY	REGIS- TRA- TIONS PER 1,000 FAMILIES	Rank in Group
Akron O	Summit	954	33	Fort Wayne, Ind	Allen	1,030	17
Albany, N. Y Atlanta, Ga	Albany DeKalb-	756	69	Fort Worth, Texas	Tarrant	956	32
ritianta, can	Fulton	853	56	Gary, Ind	Lake	962	31
Atlantic City, N. J	Atlantic	650	88	Grand Rapids, Mich.	Kent	1.031	15
Baltimore, Md	Baltimore	678	84	Harrisburg, Pa.	Dauphin	882	49
				Hartford, Conn	Hartford	923	39
Birmingham, Ala	Jefferson	530	98				
Boston, Mass	Suffolk	475	100	Houston, Texas	Harris	1,085	10
Bridgeport, Conn	Fairfield	993	25	Indianapolis, Ind	Marion	909	44
Buffalo, N. Y	Erie	905	45	Jacksonville, Fla	Duval	793	66
Camden, N. J	Camden	742	71	Johnstown, Pa	Cambria	725	80
				Kansas City, Mo	Jackson	743	70
Canton, O	Stark	996	21				
Chattanooga, Tenn	Hamilton	629	89	Knoxville, Tenn.	Knex	690	82
Chicago, III.	Cook	689	83	Little Rock, Ark	Pulaski	621	91
Cincinnati, O	Hamilton	769	67	Los Angeles, Cal	Los Angeles	1.374	2
Cleveland, O	Cuyahoga	922	40	Louisville, Ky	Jefferson	721	81
energiana, on	oujanoga			Lowell, Mass	Middlesex	739	72
Columbus, O	Franklin	977	27				
Dallas, Texas	Dallas	1.038	13	Lynn, Mass	Essex	653	87
Davenport, Iowa	Scott		19	Memphis, Tenn.	Shelby		96
Dayton, O.	Montgomery.	976	28	Miami, Fla	Dade	1.647	1
Denver, Colo,	Denver		18	Milwaukee, Wis	Milwaukee	843	58
Deliver, Colo	Courte	1,022	10	Minneapolis, Minn.	Hennepin	1,074	11
Des Moines, Iowa	Polk	945	35	inimioapona, inimi	r remiepars	1,014	
Detroit, Mich	Wayne		8	Nashville, Tenn	Davidson	666	85
Duluth, Minn.	St. Louis	916	43	Newark, N. J.	Essex		61
Elizabeth, N. J.	Union	1.039	12	New Bedford, Mass	Bristol	608	92
El Paso, Texas	El Paso	629	89	New Haven, Conn.	New Haven		63
EI FASO, 10XES	El Paso	629	0.9	New Orleans, La	Orleans		99
Esia Da	Enla	893	47	Hew Orleans, La	Orleans	510	93
Erie, Pa	Erie	893	48	Now York N V	E Counties	410	101
Evansville, Ind				New York, N. Y			
Fall River, Mass			92	Norfolk, Va.			95
Flint, Mich	Genesee	1,128	6	Oakland, Cal	Alameda	1,126	7

CITY-STATE	COUNTY	REGIS- TRA- TIONS PER 1,000 FAMILIES	Rank in Group
Oklahoma City, Okla. Omaha, Neb	Oklahoma Douglas	996 870	21 52
Passaic, N. J	Passaic Passaic Providence Peoria Philadelphia	734 734 824 1,031 538	74 74 59 15 97
Pittsburgh, Pa Portland, Ore. Providence, R. I Reading, Pa. Richmond, Va	Allegheny	970 824 871	79 29 59 51 68
Rochester, N. Y Rockford, III. Sacramento, Cal St. Louis, Mo. St. Paul, Minn.	Monroe Winnebago Sacramento St. Louis Ramsey	995 1,371 730	26 23 3 77 14
Salt Lake City, Utah San Antonio, Texas San Diego, Cal San Francisco, Cal Scranton, Pa	Salt Lake Bexar San Diego San Francisco Lackawanna	1,364	23 46 4 57 94
Schenectady, N. Y Seattle, Wash South Bend, Ind Spokane, Wash Springfield, Mass	Schenectady King St. Joseph Spokane Hampden	953 968	41 37 34 30 76
Syracuse, N. Y Tacoma, Wash. Tampa, Fla Toledo, O Trenton, N. J	Onondaga Pierce. Hillsborough Lucas Mercer	937 804 943	50 37 62 36 54
Troy, N. Y. Tulsa, Okla. Utica, N. Y. Washington, D. C. Waterbury, Conn.	Tulsa Oneida	921 800 1,180	73 41 65 5 63
Wichita, Kans Wilkes-Barre, Pa Wilmington, Del Worcester, Mass Yonkers, N. Y	New Castle Worcester Westchester	729	20 86 53 78 9
Youngstown, O	Mahoning- Trumbull	862	55

Percentage of Natl. Buying Power, the 100,000 Group of City-Counties

This listing is confined to counties whose city-zone (newspaper-carrier limit) population exceeds 100,000. Excluded are 18 suburbs of larger cities. Buying Power Percentages as estimated by the Sales Management research department cover the complete county and are a composite, weighted figure based on income and several retail sales components.

CITY-STATE	COUNTY	NA- TIONAL BUYING POWER %	Rank in Greup	CITY-STATE	COUNTY	NA- TIONAL BUYING POWER	Rank in Grou
Akron, O	Summit	.3089	45	Flint, Mich	Genesee	.1848	76
Albany, N. Y	Albany DeKalb-	.2440	60	Fort Wayne, Ind	Allen	.1454	86
	Fuiton	.4435	29	Fort Worth, Texas	Tarrant	.2406	63
Atlantic City, N. J	Atlantic	.1258	92	Gary, Ind	Lake	.2246	66
Baltimore, Md	Baltimore	.6858	18	Grand Rapids, Mich.	Kent	.1954	73
Birmingham, Ala	Jefferson	.2654	52	Harrisburg, Pa	Dauphin	.1693	82
Boston, Mass	Suffolk	.9556	8	Hartford, Conn	Hartford	.4051	34
Bridgeport, Conn	Fairfield	.3942	35	Houston, Texas	Harris	.5048	23
Buffalo, N. Y	Erie	.7473	15	Indianapolis, Ind	Marion	.4800	27
Camden, N. J	Camden	.1935	74	Jacksonville, Fla	Duval	.1703	80
				Johnstown, Pa	Cambria	.1145	96
Canton, O	Stark	.1885	75	Kansas City, No	Jackson	.5952	20
Chattanooga, Tenn	Hamilton	.1313	91				-
Chicago, Ill	Cook	3.9409	2	Knoxville, Tenn	Knox	.1203	93
Cincinnati, O	Hamilton	.6558	19	Little Rock, Ark.	Pulaski	.1094	98
Cleveland, O	Cuyahoga	1.2203	7	Los Angeles, Cal	Los Angeles	3.0228	3
Columbus, O	Franklin	.3815	38	Louisville, Ky	Jefferson.	.3334	41
Dailas, Texas	Dallas	.4811	26	Lowell, Mass	Middlesex	.8536	13
Davenport, lowa	Scott	.0892	101	Lynn, Mass	Essex	.4202	31
Dayton, O	Montgomery	.2651	53	Memphis, Tenn	Shelby	.3152	44
Denver, Colo	Denver	.3492	40	Miami, Fla	Dade	.2437	61
				Milwaukee, Wis	Milwaukee	.7783	14
Des Moines, Iowa	Polk	.2342	64	Minneapolis, Minn	Hennepin	.7064	16
Detroit, Mich	Wayne	1.8759	4				
Duluth, Minn	St. Louis	.2007	70	Nashville, Tenn	Davidsen	.2228	67
Elizabeth, N. J	Union	.3203	42	Newark, N. J	Essex	.9228	9
El Paso, Texas	El Paso	.1099	97	New Bedford, Mass	Bristol	.2556	58
Erie, Pa	Erio	.1428	88	New Haven, Conn	New Haven		32
Evansville, Ind	Vandenburn	.0986	100	New Orleans, La	Orleans	.3679	39
Fall River, Mass	Bristol	.2556	58	New York, N. Y	5 Counties		1

CITY-STATE	COUNTY	NA- TIONAL BUYING POWER	Rank in Group
Norfolk, Va	Norfolk	.1963	71
Oakland, Cal	Alameda	.5762	21
Oklahoma City, Okla.	Oklahoma	.2641	54
Omaha, Neb	Douglas	.2582	57
Passaic, N. J	Passaic	.2640	55
Paterson, N. J	Passaic	.2640	55
Pawtucket, R. I.	Providence	.5012	24
Peoria, Ill	Peoria	.1578	85
Philadelphia, Pa	Philadelphia	1.7437	5
Pittsburgh, Pa	Allegheny	1.2429	6
Portland, Ore	Multnomah	.4318	30
Providence, R. I	Providence	.5012	24
Reading, Pa	Berks	.2048	69
Richmond, Va	Henrico	.2412	62
Rochester, N. Y	Monroe	.4484	28
Rockford, III.	Winnebage	.1009	99
Sacramento, Cal	Sacramento	.1846	77
St. Louis, Mo	St. Louis	.9149	10
St. Paul, Minn.	Ramsey	.3883	37
Salt Lake City, Utah.	Salt Lake	.1958	72
San Antonio, Texas	Bexar	.2799	51 49
San Diego, Cal San Francisco, Cal	San Diego San Francisco.	.2884	12
Scranton, Pa	Lackawanna.	.8577 .2258	65
Schenectady, N. Y	Schenectady	.1354	90
Seattle, Wash	King	.5255	22
South Bend, Ind	St. Joseph	.1358	89
Snokane, Wash	Spokane	.1696	81
Springfield, Mass	Hampden	.2979	47
Syracuse, N. Y	Onondaga	.2913	48
Tacoma, Wash	Pierce	.1441	87
Tampa, Fla	Hillsborough	.1200	94
Toledo, O	Lucas	.3186	43
Trenton, N. J.	Mercer	.1810	79
Troy, N. Y	Rensselaer	.1173	95
Tulsa, Okla	Tulsa	.2131	68
Utica, N. Y. Washington, D. C.	Oneida	.1841	78
washington, D. C.		.8925	11
Waterbury, Conn	New Haven	.4138	32
Wichita, Kans	Sedgwick		84
Wilkes-Barre, Pa	Luzerne	.2997	46
Wilmington, Del	New Castle	.1688	83
Worcester, Mass	Worcester		36
Yonkers, N. Y Youngstown, O	Westchester.	.6937	17
	Mahoning-		

Diversifies AS PROGRESSIVE FARMED DOWN FARMER POINTS THE WAY



53 YEARS ago when The Progressive Farmer was founded the South was famous the world over as "The Land of Cotton." Cotton was the one important source of cash income on most Southern farms. The Progressive Farmer is proud to have had the happy privilege of helping change Dixie from a one-crop country to "The Land of Cotton, Cane, Tobacco, Peanuts, Rice and 200,-000.000 acres of Forest Products. . . . A Land of Flocks and Herds, Pastures, Fruits and Flowers."

And never before in Southern history has this diversification been progressing so rapidly. Just as one specific illustration of this - and of how The Progressive Farmer continues to point the way in this progress - read in the April Progressive Farmer a brief but notable symposium by spokesmen of Swift, Armour, Cudahy and Wilson on "Livestock Opportunities in the Southern states."

As a result of the vast realignment of Dixie's agriculture. Southern farmers received a cash income of more than Two Billion Dollars in each of the last three years (1935 income was just under two billions) . . . had a bigger cash income in 1938 than in any year since the banner year of 1929

with the exception of 1937 (1937 topped 1938 by only 5.7%) . . . and they got more money (Seven Hundred Millions) from livestock in 1938 than ever before - more from livestock than from cotton for the first time in history . . .

> All of which explains why alert sales and advertising executives are showing still greater interest in the of the Rural South.

MAJOR SOURCES OF THE **SOUTH'S 1938 CASH FARM** INCOME OF \$2,165,852,000

Livestock products	30.8%
Cotton and cottonseed	27.6%
Tobacco	12.4%
All grains	6.4%
Fruits and nuts	5.5%
All vegetables	5.1%
Government payments	11.7%
Other sources	.5%

Southern farm market — and in Progressive Farmer, the medium that has long exerted the most powerful influence on the farming practices and buying habits

OGRESSIVE FÄRMER

1938 Retail Sales Estimates the 100,000 Group of Cities

These cities are those whose newspaper-carrier limit, or city-zone, exceeds 100,000 population. Excluded are 18 suburbs of larger cities. Figures cover municipal boundaries only.

CITY	STATE	CITY RETAIL SALES (in 000's)	Rank in Group	CITY	STATE	CITY RETAIL SALES (in 000's)	Rank in Group
New York	N. Y	\$3,280,439	1	Providence	R. I	\$124,441	31
Chicago	III	1,263,685	2	Toledo	Ohie	121,310	32
Philadelphia	Pa	733.035	3	Louisville	Ky	111.800	33
Los Angeles	Cal	640,768	4	Memphis	Tenn	103,953	34
Detroit	Mich	528,510	5	Akron	Ohio	95,300	35
Boston	Mass	447,041	6	San Antonio	Texas	95,249	36
Cleveland	Ohio	399,168	7	Syracuse	N. Y	92,524	37
Washington	D. C	371,155	8	Albany	N. Y		38
Baltimore	Md	331,259	9	Hartford	Conn	87,731	39
San Francisco	Cal	325,539	10	Richmond	Va	86,277	40
St. Louis	Mo	318,202	11	Omaha	Nebr	84,872	41
Pittsburgh	Pa	297,959	12	Oklahoma City	Okla	82,431	42
Milwaukoo	Wisc	254,908	13	San Diego	Cal	82,098	43
Minneapolis		240,235	14	Miami	Fla	81,070	44
Buffalo	N. Y	235,382	15	Nashville	Tenn	79,631	45
Newark	N. J	222,948	16	Birmingham	Ala	77,009	46
Cincinnati	Ohie	216,687	17	Fart Worth	Texas	75,660	47
Kansas City	Mo	210,593	18	Dayton	Ohio	75,177	48
Soattle	Wash	185,996	19	Springfield	Mass	73,988	49
Atlanta	Ga	160,867	20	New Haven	Conn	73,368	50
	-			Des Moines	lowa	73,080	51
Portland	Ore	160,036	21	Worcester	Mass	70,847	52
Rochester	N. Y	151,503	22				
Dallas	Texas	150,584	23	Youngstown	Ohio	\$66,895	53
Oakland	Cal	148,673	24	Spokane	Wash	65,239	54
St. Paul	Minn	147,963	25	Tulsa	Okla	63,862	55
				Salt Lake City	Utah	62,974	56
Indianapolis:	Ind	146,410	26	Sacramento	Cal	61,619	57
New Orleans	La	141,889	27		_		
Houston	Texas	140,439	28	Scranton	Pa	61,482	58
Columbus	Ohio	137,581	29	Paterson	N. J	58,719	59
Denver	Cole	135,080	30	Grand Rapids	Mich	56,750	60

CITY	STATE	CITY RETAIL SALES (in 000's)	Rank in Group
NorfolkBridgeport	Va Conn		61 62
Jacksonville Reading Trenton Wilmington Flint	FlaPaN. JDelMich	54,607 53,372 53,000	63 64 65 66 67
Wichita Chattanooga Peoria Utica Elizabeth	Kans Tenn III N. Y N. J	48,119 47,637 47,052	68 69 70 71 72
Knoxville	Tenn N. Y. Minn Ind N. Y.	45,578 44,010 43,015	73 74 75 76 77
HarrisburgCamdenErieWilkes-Barre.Tacoma	Pa. N. J. Pa. Pa. Wash.	41,724 41,541 41,422	78 79 80 81 82
Atlantic City. Canton. El Paso Tampa. South Bend.	Ohio Texas Fla	38,607 37,392 37,010	83 84 85 86 87
New Bedford Lynn Troy. Little Rock Waterbury	Mass N. Y Ark	34,263 34,039 33,694	88 89 90 91 92
Rockford	Mass	31,360 31,032 30,945	93 94 95 96 97
Pawtucket Passaic Davenport Johnstown	N. J lowa	29,022 26,468	98 99 100 101

1938 Wholesale Sales Estimates—the 100,000 Group of Cities

These cities are those whose newspaper-carrier limit, or city-zone, exceeds 100,000 population. Excluded are 18 suburbs of larger cities. Figures cover municipal boundaries only.

CITY	STATE	CITY WHOLESALE SALES (in 000's)	Rank in Group	CITY	STATE	CITY WHOLESALE SALES (in 000's)	Rank in Group
New York	N. Y	\$11,207,811	1	St. Paul	Minn	\$180,334	31
Chicago	III	3,411,948	2	Louisville	Ky	172,236	32
Philadelphia	Pa	1,481,522	3	Rochester	N. Y	160,903	33
Boston	Mass	1,363,476	4	Providence	R. I	155,500	34
San Francisco	Cal	1,213,184	5	Toledo	Ohio	150,106	35
Los Angeles	Cal	1.028,214	6	Fort Worth	Texas	148,958	36
Detroit	Mich	924,393	7	Jacksonville	Fla	144,464	37
St. Louis	Mo	887,352	8	Columbus	Ohio	135,513	38
Pittsburgh	Pa	773,829	9	Nashville	Tenn	129,809	39
Cleveland	Ohio	766,368	10	Birmingham	Ain	123,425	40
Minneapolis	Minn	704,727	11	Oakland	Cal	120,738	41
Kansas City	Mo	653,589	12	Syracuse	N. Y	120,581	42
Cincinnati	Ohio	522,753	13	Albany	N. Y	117,906	43
Dailas	Texas	500,940	14	Des Moines	lowa	114,100	44
New Orleans	La	470,432	15	Salt Lake City	Utah	105,796	45
Baltimore	Md	467,076	16	Wilmington	Del	105,472	46
Houston	Texas	405,007	17	San Antonio	Texas	105,165	47
Buffalo	N. Y	400,915	18	Norfolk	Va	98,779	48
Memphis	Tenn	390,579	19	Duluth	Minn	96,762	49
Atlanta	Ga	385,659	20	Dayton	Ohio	90,534	50
Seattle	Wash	375,711	21	New Haven	Conn	\$84,226	51
Milwaukee	Wis	372,468	22	Peoria	WI	80,236	52
Indianapolis	Ind	346,302	23	Hartford	Conn	79,777	53
Omaha	Neb	332,579	24	Tuisa	Okla	78,724	54
Newark	N. J	305,438	25	Wichita	Kans	76,660	55
Portland	Ore	302,042	26	Spokane	Wash	75,024	56
Denver	Colo	283,202	27	Chattanooga	Tenn	73,583	57
Washington	D. C	239,573	28	Akron	Ohio	69,781	58
Richmond	Va	195,850	29	Tampa	Fla	67.827	59
Oklahoma City	Okla	181,097	30	Springfield	Mass	65,899	60

CITY	STATE	CITY WHOLESALE SALES (in 000's)	Rank in 4 Group
Miami	Fla	\$61,578	61
Sacramento	Cal	58,812	62
Grand Rapids	Mich	58,482	63
Flint	Mich	58.282	64
Worcester	Mass	57,444	65
Knoxville	Tenn	56,679	66
Scranton	. Pa		67
Little Rock	. Ark	53,297	68
Tacoma	Wash	. 52,808	69
Harrisburg	. Pa	50,595	70
Youngstown	Ohio	. 50,046	71
El Paso	. Texas	48,205	72
Evansville	. Ind	47,422	73
San Diego	N. Y	46,303	74
Utica	. N. T	45,238	75
Davenport	lowa	43,913	76
Wilkes-Barre		. 39,072	77
Trenton	. N. J	36,826	78
Paterson Reading	N. J	35,232 34,527	79
Fort Wayne	Ind	33,024	81
Bridgeport	Conn	32,742	82
Fall River	. Mass	30,518	83
Yonkers	. N. Y	28,440	84
South Bend	. Ind	27,718	85
Canton	. Ohio	27,711	86
Elizabeth	. N. J	24,007	87
Erie	. Pa	. 21,971	88
Camden	. N. J	. 21,070	89
New Bedford	. Mass	20,301	90
Schenectady	. N. Y	. 20,090	91
Rockford		20,021	92
Passaic	. N. J		93
Troy	N. Y		
Atlantic Oily	. N. J	15,602	95
Waterbury	. Conn	15,586	96
Johnstown			97
Lowell	. Mass		98
Lynn		11,237	99
Gary	. Ind	11,125	100
Pawtucket	. R. I	7,250	101

UPgo Sales and Profits who use the TOT

I&I Group Plan

81 Leading Illinois and Iowa Dailies Help Simplify Your Newspaper Advertising in 5 Ways



One letter to the central headquarters of either state association brings you prompt replies in uniform style from all I & I Group dailies.

TO make it easy for you to pick up extra sales consistently, 81 Illinois and Iowa dailies have streamlined newspaper advertising procedure. The old complicated system has been tossed out of the window. The headaches are gone . . . the results more dependable because now you can literally keep your fingers on the buying pulse in 81 live, prosperous Illinois and Iowa markets with amazing accuracy.

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And . . . Frequency Discounts to Save You Up to 10% on Consistent Schedules.

Here is where you save money with the I & I Group Plan. All advertising run in compliance with the Standard Frequency Discount Schedule earns you discounts on the gross billing from each paper used. It makes no difference whether you use 1 paper . . . or all 81 ... you get every advantage of the I & I Group Plan. Cover your markets dependably, easily, economically with I & I Group dailies. Write today for your Free Copy of the Frequency Discount schedule and full details on this modernized plan.

How This Plan Helps You Save Time and Money

- 1. Frequency Discounts for National Advertisers from each paper used.
- 2. Uniform Merchandising Coopera-tion with a guaranteed minimum assured by each paper.
- 3. Uniform style and form of Market Information with identical presentation from each market.
- 4. Uniform Consumer and Retail Trade Surveys.
- 5. Standard size and form of rate card, file folder style, for each newspaper.

You may use one or all 81 I & I papers as your needs require. Agencies and advertisers deal directly with each paper in placing schedules and



Daily Newspaper League of Illinois

401-02-03 Leland Bldg.

Springfield, Illinois

Iowa Daily Press Association

Census of Manufactures

Summary for Geographic Divisions and States: 1937 and 1935

(Because they account for a negligible portion of the national output, plants with annual production valued under \$5,000 have been excluded since 1919.)

	Census year	Number of establishments	Number of salaried employes	Wage earners (average for the year)	Salaries	Wages	Cost of materials, fuel, electric energy, and contract work	Value of products	Value added by manufacture
UNITED STATES	1937 1935	166,793 167,916	1,216,993 1,058,501	8,569,578 7,203,794	\$2,716,473,756 2,253,424,877	\$10,112,808,089 7,311,329,029	\$35,536,139,648 26,441,145,271	\$60,710,072,958 44,993,698,573	\$25,173,933,310 18,552,553,302
GEOGRAPHIC DIVISIONS			-						
New England	1937	15,569	131,740	1,022,351	294,813,237	1,133,392,580	2,622,661,816	5,109,927,186	2,487,265,370
New England	1935	15,130	120,129	902,658	255,347,630	882,428,258	2,029,877,446	3,931,000,484	1,901,123,038
Middle Atlantic	1937	49,894	378,549	2,388,744	882,005,439	2,936,177,341	9,252,682,591	16,596,003,642	7,343,321,051
HIMANIA PARAMETER	1935	53,920	337,748	2,066,784	757,293,598	2,199,623,430	7,010,885,013	12,562,542,284	5,551,657,271
East North Central	1937	36,774	380,689	2,571,474	876,115,295	3,506,023,690	11,524,527,570	19,971,022,535	8,448,494,965
	1935	36,907	319,114	2,082,293	682,681,095	2,400,912,598	8,295,627,099	14,353,526,043	6,057,898,944
West North Central	1937	13,834	76,559	408,177	153,686,599	457,488,665	2,762,948,624	4,091,726,811	1,328,778,187
	1935	13,892	70,185	345,752	136,071,810	343,978,402	2,257,984,980	3,308,118,832	1,050,133,852
South Atlantic	1937	15,751	84,029	991,826	176,843,187	836,180,446	3,288,204,102	5,403,449,598	2,115,245,496
	1935	15,219	71,689	856,446	147,930,290	625,845,374	2,491,452,737	4,025,611,077	1,534,158,340
East South Central	1937	6,681	34,198	370,412	69,757,469	297,938,510	1,186,135,238	1,977,318,158	791,182,920
	1935	6,382	30,135	303,955	58,462,243	214,281,405	868,171,791	1,449,200,834	581,029,043
West South Central	1937	8,582	41,492	272,389	80,358,757	251,832,727	1,877,111,385	2,693,027,227	815,915,842
	1935	8,179	34,731	214,213	65,828,371	177,032,760	1,332,060,809	1,892,782,052	580,721,243
Mountain	1937	3,683	13,784	78,774	27,032,238	96,677,719	639,193,613	928,950,730	289,757,117
	1935	3,392	12,254	61,997	23 064,814	66,197,205	406,883,243	599,459,538	192,576,295
Pacific	1937	16,025	75,953	469,431	155,861,535	597,096,411	2,382,674,709	3,938,647,071	1,555,972,362
	1935	14,895	62,516	369,696	126,745,026	401,029,597	1,748,202,153	2,871,457,429	1,123,255,276
NEW ENGLAND									
Maine	1937	1,171	6,432	75,464	13,451,761	72,263,133	197,525,575	348,636,098	151,110,521
	1935	1,189	6,067	68,603	12,140,556	58,026,987	154,515,214	271,730,779	117,215,565
New Hampshire	1937	794	4,819	56,517	10,472,808	55,234,545	144,323,198	249,631,724	105,308,526
	1935	775	4,688	53,833	9,153,524	47,812,060	116,356,667	207,090,501	90,733,834
Vermont	1937	683	2,871	23,682	6,037,949	24,614,697	58,771,687	111,876,051	53,104,384
	1935	660	2,498	18,870	5,013,572	17,597,752	41,323,215	80,847.121	39,523,906
Massachusetts	1937	8,619	68,204	496,036	154,042,654	556,076,897	1,364,299,029	2,620,788,793	1,256,489,764
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1935	8,266	62,677	437,459	136,377,262	438,416,128	1,084,174,596	2,060,045,208	975,870,612
Rhode Island	1937	1,409	12,384	108,031	28,872,126	112,933,084	276,738,611	517,196,193	240,457,582
***************************************	1935	1,420	11,132	100,852	24,921,393	94,321,904	225,589,709	411,885,779	186,296,070
Connecticut	1937	2,893	37,030	262,621	81,935,939	312,270,224	581,003,716	1,281,798,329	680,794,613
	1935	2,820	33,067	223,041	67,741,323	226,253,427	407,918,045	899,401,096	491,483,051
MIDDLE ATLANTIC									
New York	1937	29,746	188,435	995,659	438,464,604	1,235,715,939	3,994,471,380	7,310,674,419	3,316,203,039
	1935	33,569	173,460	878,592	390,067,652	991,677,618	3,307,514,760	5,963,850,154	2,656,335,394
New Jersey	1937	7,064	67,496	436,745	160,526,458	523,504,132	1,890,538,525	3,253,246,218	1,362,707,69
sersoy	1935	7,425	59,037	373,522	136,686,442	391,923,700	1,382,468,869	2,407,323,488	1,024,854,619
Pennsylvania	1937	13,084	122,618	954,340	283,014,377	1,176,957,270	3,367,672,686	6,032,083,005	2,664,410,319
,,	1935	12,926	105,251	814,670	230,539,504	816,022,112	2,320,901,384	4,191,368,642	1,870,487,25
WEST NORTH CENTRAL									
Ohio	1937	9,138	104,016	694,205	242,874,298	957,650,237	2,793,189,697	5,099,816,893	2,306,627,19
•••••••••••	1935	9,142	88,593	579,522	192,695,536	665,855,146	2,005,767,590	3,660,903,592	1,655,136,00
Indiana	1937	3,939	43,581	313,342	93,480,287	402,116,998	1,478,567,753	2,497,547,946	1,018,980,19
***************************************	1935	3,917	37,086	248,196	73,708,010	257,802,311	946,283,850	1,649,530,092	703,246,24
Minois	1937	11,765	118,259	669,184	273,839,442	863,050,586	2,985,846,287	5,305,246,319	2,319,400,03
	1935	12,018	99,214	525,945	215,941,962	581,388,171	2,131,030,590	3,743,099,217	1,612,068,62
Michigan	1937	5,614	76,219	660,676	183,414,086	986,840,523	3,204,437,649	5,296,100,960	2,091,663,31
	1935	5,544	60,246	531,658	132,698,494	691,666,406	2,428,058,898	3,986,178,348	1,558,119,45
Wisconsin	1937	6,318	38,614	234,067	82,507,182	296,365,346	1,062,486,184	1,772,310,417	709,824,23
	1935	6,286	33,975	196,972	67,637,093	204,200,564	784,486,171	1,313,814,794	529,328,62
WEST NORTH CENTRAL									
Minnesota	1937	3,718	17,424	89,925	35,922,941	107,393,009	624,564,846	937,462,797	312,897,95
	1935	3,701	16,751	76,241	32,737,270	77,974,350	500,843,276	746,350,564	245,507,28
fowa	1937	2,454	13,886	67,878	25,490,365	76,193,244	473,394,825	709,458,428	236,063,60
	1935	2,457	12,277	56,541	21,603,964	55,482,989	398,717,777	575,370,868	176,653,09
Minnouri		4,291	29,843	186,831	64,000,716	202,585,847	944,984,934	1,505,383,002	560,398,06
**************	1935	4,379	27,193	157,683	56,576,552	153,734,808	742,708,576	1,183,637,068	440,928,49
North Dakota		340	839	2,854	1,432,611	3,192,212	35,570,713	45,836,712	10,265,99
	1935	320	831	2,551	1,337,357	2,742,211	32,357,360	41,333,019	8,975,65
South Dakota		434	1,281	4,970	2,197,574	5,484,671	52,896,808	67,276,395	14,379,58
John Dandte	1935	403	1,138	4,400	1,948,786	4,397,847	44,721,933	56,025,617	11,303,68
Nebraska					9,048,882	22,126,284	215,07/,144	282,502,287	67,425,14
reout aska		1,071	4,899	19,590			The state of the s		58,394,98
Kansas	1935	1,140	4,810	17,855	8,707,842 15,593,510	18,128,527 40,513,398	189,332,095 416,459,354	247,727,078 543,807,190	127,347,83
Kansas		1,528	8,387	34,129	15,593,510				108,370,85
	1935	1,492	7,185	30,481	13,160,039	31,517,670	349,303,963	457,674,618	100,370,0

(Continued on page 42)



WE HAVE More Automobiles THAN ANY STATE IN THE UNION

Picture an area so prosperous that seven out of ten families are automobile owners... where there is one passenger car to every 3.2 persons (the national average is 5.5)... where there are over three times as many registrations as New York City, a million more than the combined registrations of the three largest cities, more than any single state in the

Union. That is a flash view of the "Golden Horse-shoe," the market blanketed by WJR and WGAR.

You may sell automobiles. You may not. But the auto owner rates high among the buyers of almost every product. And this vast army of them can be sold, quickly and economically too, through the "Great Stations of the Great Lakes" . . . WJR and WGAR.

THE GREAT STATIONS



OF THE GREAT LAKES

THE GOODWILL STATION

Detroit

THE FRIENDLY STATION
Cleveland

BASIC STATIONS... COLUMBIA BROADCASTING SYSTEM * EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVE

Census of Manufactures

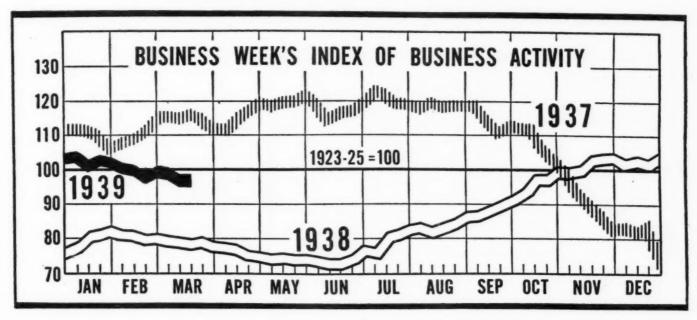
Summary for Geographic Divisions and States: 1937 and 1935

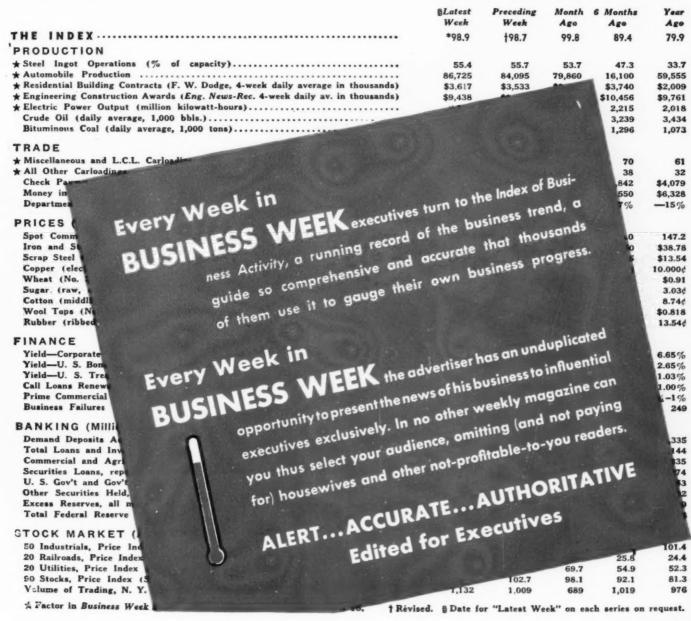
(Because they account for a negligible portion of the national output, plants with annual production valued under \$5,000 have been excluded since 1919.)

(Continued from page 40)

	Census	establish- ments	salaried employes	(average for the year)	Salaries	Wages	fuel, electric energy, and contract work	Value of products	Value added by manufacture
UNITED STATES	1937 1935	166,793 167,916	1,216,993 1,058,501	8,589,578 7,203,794	\$2,716,473,756 2,253,424,877	\$10,112,808,089 7,311,329,029	\$35,536,139,648 26,441,145,271	\$80,710,072,958 44,993,698,573	\$25,173,933,310 18,552,553,302
SOUTH ATLANTIC									
Delaware	1937	359	2,679	21,052	6,328,560	22,991,808	65,979,756	124,383,887	58,404,131
	1935	339	2,232	16,532	4,703,010	15,259,295	46,604,216	83,015,313	38,411,097
Maryland	1937	2,683	18,436	145,932	40,787,226	156,995,227	665,027,358	1,095,862,972	430,835,614
	1935	2,679	15,482	117,245	32,516,270	108,281,552	444,918,663	741,607,981	298,689,318
District of Columbia	1937	469	5,043	8,714	9,521,371	12,848,273	31,451,162	74,107,987	42,656,805
	1935	490	3,986	8,115	8,778,077	11,952,965	28,883,847	66,231,965	37,348,118
Virginia	1937	2,384	11,791	132,643	25,388,372	112,773,798	572,374,499	908,222,316	335,847,817
	1935	2,241	10,238	113,654	21,258,800	86,376,752	450,500,329	697,529,672	247,029,343
West Virginia	1937	1,057	8,081	83,464	18,294,695	102,511,473	257,751,612	480,526,030	222,774,418
North Burnilles	1935	1,027	6,680	74,180	14,491,705	76,649,944	198,820,045	366,574,067	167,754,022
North Carolina	1937 1935	2,896 2,599	13,139 12,082	258,771 227,100	29,049,925 25,595,130	189,265,474 148,922,367	908,903,243 735,018,309	1,384,737,686	475,834,443
South Carolina	1937				11,841,266	91,791,692		1,103,910,930 409,911,517	368,892,621
South Carolina	1935	1,193 1,121	5,434 4,808	129,749 108,558	10,163,324	65,946,031	234,433,365 184,618,201	297,156,408	175,478,152
Georgia	1937	2,875	12,549	159,496	23,628,806	110,501,344	439,145,132	708,652,241	112,538,207 269,507,108
don'y a	1935	2,834	10,546	139,650	20,245,444	81,495,168	327,406,119	514,655,015	187,248,896
Florida	1937	1,835	6,897	52,005	12,002,966	36,501,359	113,137,975	217,044,982	103,907,007
	1935	1,889	5,635	51,412	10,178,530	30,961,300	74,683,008	154,929,726	80,246,718
EAST SOUTH CENTRAL									
Kentucky	1937	1,624	8,801	68,998	18,297,558	66,248,664	323,001,676	504,897,342	181,895,666
	1935	1,621	8,966	60,809	17,422,978	53,058,233	284,289,199	450,675,686	166,386,487
Tennessee	1937	2,083	13,359	135,073	27,241,431	109,247,514	412,360,076	707,986,784	295,626,708
	1935	1,991	11,002	112,434	22,014,745	81,245,588	302,431,825	520,968,985	218,537,160
Alabama	1937	1,874	8,832	120,301	18,510,772	96,058,401	336,327,661	573,763,522	237,435,861
	1935	1,711	7,417	94,345	14,201,189	60,643,479	210,642,246	357,226,162	146,583,916
Mississippi	1937 1935	1,100 1,059	3,206 2,750	46,040 36,367	5,707,708 4,823,331	26,383,931 19,334,105	114,445,825 70,808,521	190,670,510 120,330,001	76,224,685 49,521,480
WEST SOUTH CENTRAL									
Arkansas	1937	1,048	3,251	37,280	6,094,867	24,734,112	99,088,930	164,676,277	65,587,347
***************************************	1935	1,066	2,915	29,076	5,180,836	17,327,951	74,108,308	119,340,868	45,232,560
Louisiana	1937	1,684	9,645	76,057	18,918,511	60,203,023	380,984,102	580,839,828	199,855,726
	1935	1,611	8,359	61,664	15,658,626	44,981,789	290,576,629	433,519,717	142,943,088
Oklahoma	1937	1,428	6,042	29,551	12,065,641	34,390,477	255,470,399	366,088,721	110,618,322
	1935	1,335	5,306	24,349	10,121,962	24,520,806	203,258,359	280,676,215	77,417,856
Texas	1937	4,422	22,554	129,501	43,279,738	132,505,115	1,141,567,954	1,581,422,401	439,854,447
	1935	4,167	18,151	99,124	34,866,947	90,202,214	764,117,513	1,059,245,252	295,127,739
MOUNTAIN									
Montana	1937	515	1,952	11,268	3,936,378	15,757,784	134,041,222	176,278,814	42,237,592
	1935	478	1,581	8,725	3,176,860	10,591,854	92,862,516	122,430,385	29,567,889
Idaho	1937	533	1,319	12,797	2,485,486	16,249,586	63,633,304	101,324,545	37,691,241
	1935	455	1,176	9,635	2,050,257	10,738,374	41,319,488	64,987,613	23,668,125
Wyoming	1937	235	824	3,795	1,711,100	5,218,821	33,028,167	49,128,729	16,100,562
	1935	209	682	3,172	1,387,333	4,072,185	29,592,355	42,192,195	12,599,840
Colorado	1937	1,233	5,197	25,932	10,299,496	31,753,039	145,735,123	237,838,370	92,103,247
	1935	1,160	4,763	20,858	8,746,399	21,530,164	107,762,018	171,350,403	63,588,385
New Mexico	1937	241	506	3,683	767,845	2,991,782	11,485,017	20,598,868	9,113,851
	1935	197	404	2,827	717,671	2,232,568	7,812,046	13,573,108	5,761,062
Arizona	1937	290	1,288	7,193	2,822,793	8,602,418	84,721,115	118,355,981	33,634,886
Mark.	1935	272	1,000	4,748	2,206,988	5,033,516	39,283,462	55,456,045	16,172,583
Utah	1937	552	2,448	13,094	4,574,797	14,479,158	156,911,426	204,857,058	47,945,632
Marrada	1935	538	2,420	10,808	4,279,949	10,304,262	80,267,726	114,167,157	33,899,43
Nevada	1937 1935	84	250 228	1,012 1,224	434,343 499,357	1,625,131 1,694,282	9,638,239 7,983,632	20,568,365 15,302,632	10,930,126 7,319,000
PACIFIC	1027	2.057	12.000	101 000	26,588,829	190 421 040	200 200 000	67r agg agg	
Washington	1937 1935	3,057	13,008	101,260	22,589,561	128,471,948 83,969,592	380,320,890	675,639,592	295,318,702
Orenen		2,840	11,470	79,589	14,670,014		268,943,811	470,122,615	201,178,804
Oregon	1937 1935	2,107	7,051	65,982 51,006	11,680,518	79,492,397 51,414,772	194,085,141 145,396,383	383,142,053	169,056,912
		1,710	6,051 55,894		114,602,692	389,132,068	1,808,268,678	259,344,964 2,899,865,426	1,091,596,748
California	1937			302,189					

THE FIGURES OF THE WEEK







MISSOULA 212 WALLACE 86 COEUR D'ALENE 33

Sign at 3d Avenue and Division Street, Spokane, Wash.





Below: Plant of Potlatch Forests at Lewiston, Idaho, in Spokane area.



THE SPOKESMAN-REVIEW

SUNDAY

MORNING

SPOKANE, WASHINGT

Advertising Representatives — JOHN B. WOODWARD, Inc. — New York — Chicago — Detroit — Boston — Los Angeles — San Francisco

SALES MANAGEMENT

APRIL

States
ary natural
in all four sid
Great distantage cities.

hows distance mphasizes Spoth wonder of the wonder of the

ne of the A

A market b nas as many g Pittsburgh, ov

> Below: Cantile Spokane is only



SIGNS POINT TO SPOKANE AREA

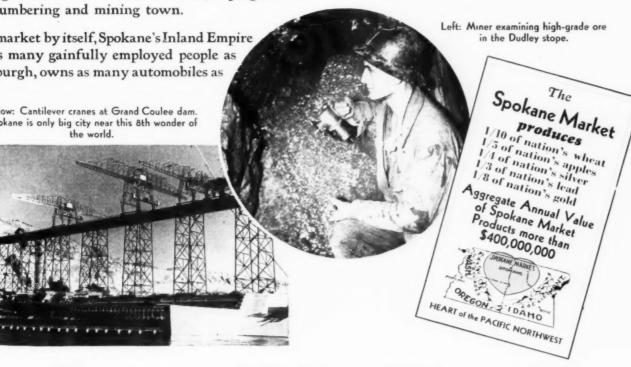
for ADVERTISING SUCCESS!

SPOKANE and tributary area form a market almost unique in the United States because, endowed with extraordinatural resources, this district is walled in four sides by rugged mountain ranges.

at distances separate Spokane from all other cities. To the left we show a picture of f the AAA road signs, located at Third we and Division Street, Spokane, which distances to Seattle and Portland; and also asizes Spokane's closeness to Grand Coulee, conder of the world, to Wallace, a thriving g center and to Coeur d'Alene, a progressumbering and mining town.

San Francisco, does as big a retail business as Milwaukee! With the tremendous project at Grand Coulee, plus record tourist traffic and sound conditions in lumbering, mining and farming, all signs point to success for advertisers in this market throughout 1939.

More and more the Spokane area is being used as a test market. The Spokesman-Review and Spokane Daily Chronicle—each established over half a century — give thorough coverage and tremendous sales influence in this lucrative field!



Spokane Daily Chronicle

HINGTON

LOR REPRESENTATIVES—Sunday Spokesman-Review Magazine and Comic Sections—Pacific Coast Comic and Magazine Group



They're all one family.t

Before radio, no one voice, no single advertising medium, could reach simultaneously so many different millions of people; could stamp an impression, at one time, on so many different minds. Nor today can any message register so swiftly and so economically as the message from the microphone marked CBS.

To CBS, cliff-dweller and corn-husker are one family; listening, day and night, under one vast roof. For CBS goes where they are, wherever they are. Over 26,000,000 American families—farm and village families by the million; town and city families in still more millions—live and listen to CBS, in its primary listening areas alone.



CBS dominance in the urban segment of this audience has been acknowledged for years. And now, a new study measures the dominant CBS position in rural America as well. The study, conducted by impartial investigators, reports that 87% of all rural families interviewed listen regularly in the evening to CBS: 72% in the daytime—an audience, day and night, greater than that of any other network. And the farmer listens to the "city" programs: 80.9% of all rural families interviewed heard Major Bowes: 71.8% heard Eddie Cantor • Write to 485 Madison Avenue, New York, for your copy of this latest basic radio study: COLUMBIA'S 'RFD' AUDIENCE.

Columbia Broadcasting System
THE WORLD'S LARGEST RADIO NETWORK

Sometimes selling dollars, too. et



et LOST IN THE BIG BIG CITY!

NO ONE COULD QUARREL with an advertiser for wanting his share of business in the big and bustling cities.

But Country Gentleman will enter an objection when an advertiser figures that even the skimmed milk of city business is more profitable than the cream of agriculture's market.

Because nine times out of ten it simply isn't. Nine times out of ten, dollars taken out of skimmed milk city markets and put into Country Gentleman . . . will bring home more and better bacon for the shift!

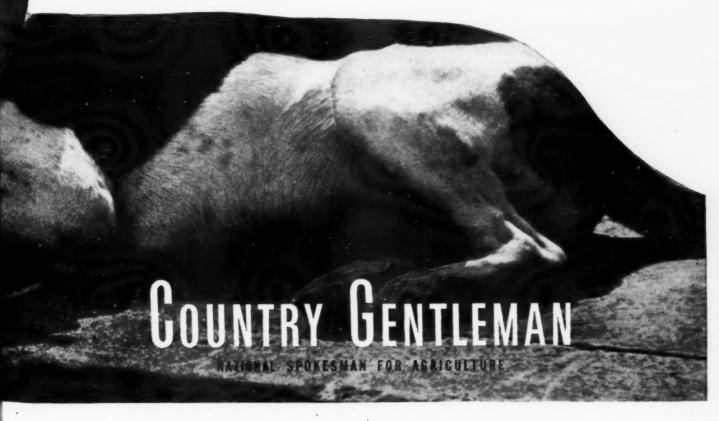
The facts that make this true are two... First, city people have only sixty per cent of the money to spend

... folks in agricultural communities spend the sizable balance. Second, the quick and easy-to-get cream of any market pays better profit than the thin and hard-to-get skimmed milk can.

And the cream of Country Gentleman's big 2-million-family market will stack up better for anybody's money than the below-cream-line part of any other market.

Because some advertisers just don't think of this, lots of selling dollars do get lost in the big, big city.

Which is kind of too bad, because a dollar's a dollar whoever loses it . . . and selling dollars don't get lost in Country Gentleman!

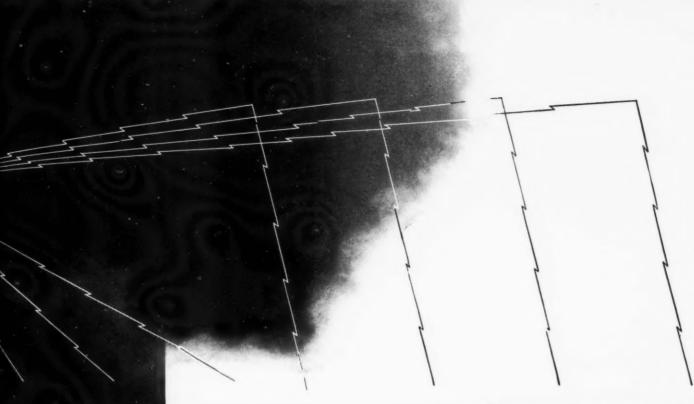


HOW DOES TRANSMISSION
AFFECT YOUR PROGRAM
RATING? DOES BIG-CITY
LISTENING GIVE A TRUE PICTURE
OF YOUR NATIONWIDE AUDIENCE?

GALILEOL

GALILEO

—Italian astronomer, 1564 to 1642. Following invention of telescope about 1609 Galileo was first to adapt it to astronomical use. With 32-power instrument he showed Milky Way to be collection of stars, and discovered the moons of Jupiter, the rings of Saturn and the existence of sunspots. Just as Galileo looked further and made known the unknown, NBC can show you how to get the facts about the greatest "unknown" in radio.



LOOKED FARTHER

....AND SO CAN YOU

When you get right down to it, the big unknown that faces any advertiser, in radio as in every other medium, is

How Many Families Does My Sales Message Reach?

The major networks offer approximately equal access to listeners in some 60 cities served locally by their affiliated stations. The regular "program ratings" give a good indication of your audience in these cities — but these 60 cities contain less than half the radio families in the United States!

The other half of the radio audience is outside of these cities, where a factor heretofore ignored—the *transmission* factor—comes into play. This transmission factor either helps your program or hurts it—depending on the network used. It may double your audience outside the cities or cut it in two. It is not so much a question of whether the area is "rural" or "urban," as whether it receives "remote" or "lo al" network service.

NBC has studied this factor. Now for the

first time, you can analyze your program audience on a truly nationwide basis—you can see WHY and HOW the NBC Red Network offers you the most intensive national circulation there is . . . We shall be glad to present these facts to you, applied to your own particular problems and interests. Call any NBC Network Representative.

DO YOU KNOW-

That 50% of all U.S. radio families rely on "remote service" from major network stations?

That the station and network preferences of these 13-odd million families are not reflected in regular program ratings?

That NBC's new survey is the first to show how the competing networks serve this other half of the radio audience?

That the Red Network reaches more of these families than any other network? Ask us why!

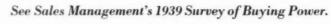
NBC RED NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

PICK A BONUS IN NEW ENGLAND

WEEI advertisers get more than they bargain for. They pay to reach Boston. But they receive—as a bonus—116 additional cities of over 5000 population stretching from Cape Cod to the Canadian border. • WEEI's market is more than extra big...it's extra rich. In this area lives 3.8% of the country's population. These 1,137,000 families have 4.6% of the whole nation's effective buying income. And buy every kind of product to the tune of well over a billion and a half dollars annually. Per family income is \$433 larger than the nation-wide average. WEEI delivers the biggest, richest market of any Boston radio station. At rates based on dominant coverage in the Boston Metropolitan area alone!





WEEL COLUMBIA'S FRIENDLY VOICE IN BOSTON
Operated by the Columbia Broadcasting System.
Represented Nationally by RADIO SALES

The 1939 Study of Effective Buying Income for 1938

For explanation of these columns, sources of the data, and suggestions on uses, see page 7.

New England States—County Data

MAINE

								TAT T	F T 14	112									
COUNTY	POPULATION (In Thousands, except density)					TYPE OF		RETAIL SALES 1938 S. M. ESTIMATE		AUTO SALES, 1938		EFFECTIVE BUYING, INCOME, 1938				SALES MANAGE- MENT MARKET CONTROLS			
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. %. A.	New Pas- senger Car	Ratio 1938- 1937		Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power index
Androscoggin	71.2 87.9 134.7 19.9 30.7	.0716 .1097 .0162		13.6 157.8 11.1	17.4 17.2 33.8 5.2 8.6	17.4 17.2 33.6 5.2 8.6	86.63 56.72	58.14 13.37 43.28	26,204 17,267 56,520 5,290 10,271	.0480	857	55 40 56 46 61	681 690 816 696 709	7,610	.0443 .1347 .0120	2,255 1,629 2,525 1,471 1,917	2,256 1,630 2,530 1,471 1,917	.0615 .0456 .1383 .0130	64 126 80
Kennebec 1 Knox 4 Lincoln 4 Oxford 3 Penobscot 2	70.7 27.7 15.5 41.5 92.4	.0226 .0126 .0338	21.0	76.5 33.9 21.0	8.1 4.6 10.3	17.1 8.1 4.6 10.2 22.1	69.46	59.95 30.54	8,788 4,777 10,583	.0244 .0133 .0294	304 221	56 64 57	789 569 675 753 696	6,843 18,310	.0218 .0108 .0289	1,710 1,497 1,785	1,712 1,498 1,786	.0207 .0119 .0283	92 94 84
Piscataquis 2 Sagadahoc 4 Somerset 3 Waldo 2 Washington 2	18.2 16.9 39.1 20.3 37.8	.0138 .0318 .0165	53.8 16.7 24.6 23.6	10.8 28.0 15.0	4.6 9.9 5.6 9.5	4.6 9.9 5.6 9.5	79.33 60.98 40.41 66.67	20.67 39.02 59.59 33.33	5,269 8,234 4,557 8,495	.0146 .0229 .0126 .0236	314 452 209 419	65 55 66 63	650 728 614 625 520	18,826 6,969 11,058	.0112 .0298 .0110	1,518 1,895 1,236 1,154	1,520 1,896 1,237 1,161	.0140 .0254 .0115 .0210	101 80 70 68
STATE TOTAL.	72.9		_		18.8			27.49	-			-	719						

For Maine City figures, see page 58

NEW HAMPSHIRE

Belknap. 9 Carroll 9 Cheshire 9 Coos. 9 Grafton 9	22.6 14.3 33.7 39.0 42.8	.0184 .0116 .0274 .0319	55.1 40.9 51.3 27.1	57.0 14.9 46.3 21.7 24.8	6.1 4.1 8.8 8.9	6.0 4.1 8.8 8.9	56.06 78.69	43.94 21.31 23.13	7,311 4,059 10,104 10,660 14,514	.0203 .0113 .0281 .0296 .0403	328 275 471 473 782	49 63 43 56 60	795 829 772 642 827	10,654 7,012 18,228 16,967 23,731	.0169 .0111 .0288 .0268 .0375	1,762 1,699 2,062 1,907 2,085	1,763 1,699 2,063 1,907 2,086	.0181 .0123 .0272 .0270 .0395	98 106 99 85 113
Hillsborough 9 Merrimack 9 Rockingham 9 Strafford 9 Sullivan 9	140.1 56.2 53.8 38.5 24.3	.1142 .0457 .0438 .0314 .0198	80.1 56.6 45.5 76.3 70.1	158.6 60.2 77.8 101.8 46.1	34.9 14.4 14.6 9.9 6.2	34.9 14.4 14.6 9.9 6.2	91.38 75.83 69.51 87.60	8.62 24.17 30.49	46,292 17,511 18,497 14,453 6,846	.1286 .0486 .0514 .0401	1,772 960 927 679 316		667 779 867 814 725	72,527 29,627 29,296 18,593 13,373	.1146 .0468 .0463 .0294 .0211		2,079 2,059 2,009	.1118 .0484 .0486 .0349	
STATE TOTAL.	465.3	.3791	58.7	51.5	119.3	119.2	80.42	19.58	150,247	.4173	6,983	53	754	240,008	.3793	2,011	2,013	.3866	102

For New Hampshire City figures, see page 60

Jonathan Yankee's Virgin Guinea Pig . . . is two years old and no longer virgin.



Two years ago, with becoming modesty, we pointed out that as a test market Pittsfield, Mass., was somewhat virgin but full of reactionary powers that had never been sapped of their sensitiveness. With less modesty we boasted of all the test market qualifications as established by experts . . . progressiveness, diversity of income, distinct identity, favorable advertising situation, etc.

That was two years ago. Today, Pittsfield isn't quite virgin from the test market standpoint, but it's still highly reactive. A steadily increasing volume of test advertising in the Eagle offers silent tribute to Jonathan's Guinea Pig and added authority to the statement:

"What Pittsfield Buys . . . New England Will Buy"

THE BERKSHIRE EVENING EAGLE

PITTSFIELD, MASS.

VERMONT

COUNTY		p (in Thous	OPULA ands, 6		nsity)		TYP	E OF	RETAIL S 193 S. M. EST	18	AUT	TO SA 1938	LES,	EFF II	ECTIVE COME,	BUYING 1938	3	SAL MAN/ MEI MAR CONTI	NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car	Ratio 1938– 1937	Per M	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Addison 6 Bennington	18.0 21.7 27.3 47.5 7.1	.0146 .0176 .0222 .0387 .0058	34.1 29.0 63.4	23.7 32.8 44.1 87.4 11.1	4.5 5.8 6.8 11.1	4.5 5.8 6.7 11.0 1.7	67.85 48.12 74.04	32.15 51.88 25.96		.0112 .0179 .0215 .0424 .0026	340 308 737	54 51 57 57 61	763 723 659 767 630	6,589 15,487 13,013 31,307 2,313	.0495	1,448 2,660 1,926 2,820 1,364		.0201 .0194 .0434	73 114 87 112 62
Franklin	30.0 3.9 10.9 16.7 23.0	.0032 .0089 .0136		46.0 47.5 25.1 24.7 33.5	7.1 .9 2.8 4.4 5.6	7.1 .9 2.8 4.4 5.6	21.89 41.19 33.26	78.11 58.81	3,371	.0094	304 45 139 165 314	57 58	673 716 758 646 676	4,803 6,341	.0076	1,435 1,735 1,451	1,435 1,735 1,453	.0020 .0075 .0093	84 68
Rutland	48.4 41.7 26.0 37.4	.0395 .0340 .0212 .0305	45.8 48.5	53.2 58.0 32.7 39.5	10.2	11.9 10.2 6.9 9.5	68.89 63.23	31.11	13,225 9,009	.0367	622 687 344 602	52 61 48 46	694 770 732 809	29,152 28,869 15,223 19,726	.0456	2,454 2,842 2,204 2,069	2,843 2,205	.0393	116
STATE TOTAL.	359.6	.2929	33.0	39.4	89.2	89.0	57.29	42.71	102,068	.2835	4,895	54	726	195,008	.3082	2,186	2,189	.2821	96

For Vermont City figures, see page 60

MASSACHUSETTS

Barnstable9 Berkshire11 Bristol10 Dukes9 Easex9	32.3 120.7 364.6 5.0 498.1	.0263 .0983 .2970 .0040 .4057	34.2 81.3 90.1	79.0 124.9 643.0 46.3 1002.1	9.4 29.9 88.0 1.5 123.9	8.9 29.6 86.8 1.4 123.3	94.77 78.47	33.56 13.26 5.23 21.53 4.00	15,487 39,197 97,810 2,881 159,318	.0430 .1089 .2717 .0080 .4425	895 1,934 3,267 89 6,110	62 48 44 57 47	1,101 764 608 1,055 653	25,933 68,023 205,703 3,945 316,574	.0410 .1075 .3251 .0062 .5003	2,769 2,274 2,336 2,702 2,555	2,287 2,355 2,806	.0435 .1057 .2556 .0063 .4202	165 108 86 158 104
Franklin	49.6 335.5 72.8 934.9 3.7	.0404 .2733 .0593 .7615 .0030	58.3 92.3 76.5 92.6 100.0	527.5 124.4 1123.7	12.7 81.3 16.7 224.3 1.1	12.7 80.3 16.6 221.8 1.0	96.22 72.77 94.51	28.74 3.78 27.23 5.49 10.96	255,960	.0420 .3236 .0562 .7110 .0056		47 47 53 53 68	874 732 738 739 753	29,168 203,870 36,077 662,217 2,675	.0461 .3222 .0570 1.0466 .0042	2,952	2,294 2,526 2,165 2,971 2,597	.0432 .2979 .0571 .8536 .0044	107 109 96 112 147
Norfolk	299.4 162.3 879.5 491.2	.2439 .1322 .7163 .4001	86.7 75.2 100.0 80.6	15991.6	72.5 42.7 201.4 115.8	72.3 41.7 195.4 115.3	85.34 99.91	6.73 14.66 .09 6.92	52,703 469,850	.2464 .1464 1.3050 .4184	7,705 2,851 11,050 6,318	56 54 59 42	1,015 845 475 729	178,915 106,519 624,589 265,813	.2828 .1684 .9871 .4201	2,467 2,497 3,101 2,295	3,155	.3099 .1543 .9556 .3890	127 117 133 97
STATE TOTAL	4,249.6	3.4813	90.1	528.6	1021.2	1007.1	94.59	5.41	1,486,430	4.1287	62,418	51	694	2,730,021	4.3146	2,673	2,694	3.8983	113

For Massachusetts City figures, see page 61

Setting NATIONAL QUOTAS BY COUNTIES

"The section entitled 'Sales Management Marketing Controls' we think is particularly good . . . in setting our radio quota we took the figures on radio homes as one factor and the national buying power percentages as another, together with three years' previous sales, and set our quotas on those bases. National buying percentages and wired homes, taken with previous three years sales, were used in setting the basic county quotas for the 1938 refrigeration expectancy . . .'

VERMONT IS A STEADY MARKET:

1938 FIGURES PROVE OUR CLAIM

* * *

For years we have contended that Vermont is a relatively depression-proof market. 1938 proved that it was no mere theory.

Vermont's	Retai	I Sal	es, 1	938 as	\$ %	of	193	7			88
All New E	-										
1937							•			•	83
	Veri	mont	was	bette	r by		•	•	•	•	5%
Vermont's	Effec	tive	Buyir	ng Inco	ome,	19:	38 6	as S	% (of	
1937											89
All New E	nglan	d's E	ffecti	ve Bu	ying	Inc	om	e, 1	93	8	
as %	of 19	37 .									85
	Veri	mont	was	bette	r by						4%

Vermonters have steady incomes: Vermont is a balanced state — 57% of our workers employed in industry, 43% on farms. Here are no crazy booms or despair-breeding depressions.

Year after year they live well, in good homes, have all modern luxuries and conveniences. They admit one peculiarity. They're clannish. They're proud of Vermont industries, and that includes our newspapers.

Vermonters read the state newspapers and patronize their advertisers.

Be one this year. Send today for a representative and get the facts.

VERMONT ALLIED DAILIES

St. Johnsbury Caledonian-Record

Rutland Herald

Brattleboro Reformer

Barre Times

Bennington Banner

Burlington Free Press

APRIL 10, 1939

[55]

WOONSOCKET, R. I.

The PAST a healthy record of Retail Sales 1933-\$12,557,000

1935-\$15,753,000

1938-\$16,599,000

+ The PRESENT . . . Payrolls 35-40% higher than a year ago

= a promising FUTURE of continued Retail Sales Gains, in which YOU can share by using the ONLY newspaper that covers the Woonsocket market - reaching practically every home in the City, and 3 out of 4 homes in the 100,000 trading zone -

WOONSOCKET

Rate 6c per line - same rate since 1930

Representatives GILMAN, NICOLL & RUTHMAN - New York, Boston, Philadelphia, Chicago, Detroit, San Francisco

RHODE ISLAND

COUNTY		Pi (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTE	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio	Regis- tration Per M Fami- lies	Dollars	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Bristol	25.1 51.4 41.7 540.0 29.3	.0204 .0419 .0339 .4398 .0239	100.0 86.7 68.2 97.6 37.4	295.3 385.5 1255.8	5.7 12.6 10.3 129.1 7.	5.7 12.5 9.8 127.2 7.4	80.36 98.32	9.68 19.64 1.68	12,690 15,707 197,469	.0123 .0352 .0436 .5485	342 634 815 7,459 536	50 40 53 44 48	769 866 997 824 1,087	9,339 21,613 24,149 359,037 15,886	.0148 .0341 .0382 .5674 .0251	1,636 1,721 2,352 2,780 2,075	1,726	.0341 .0414 .5012	122 114
STATE TOTAL	687.5	.5599	92.4	644.3	165.3	162.6	96.26	3.74	240,586	.6682	9,788	45	849	430,024	.6796	2,601	2,625	.6189	111

For Rhode Island City figures, see page 62

THE SURVEY OF BUYING POWER.

an exclusive market study prepared by the editors of SALES MANAGEMENT, is published each year on April 10.

It is one of 26 issues published during a year and is available to all subscribers without extra charge. Single copies are \$1.

If you wish to enter one or more subscriptions, the circulation department will start them with this issue if you so desire. Annual subscription price, \$4.00 a year, \$4.25 in Canada, for 26 issues, including The Survey of Buying Power and the October 10 special issue devoted entirely to man-power problems in selling.

Send subscription orders to SALES MANAGEMENT, 420 Lexington Avenue, New York, N. Y.

and here's HOW we're doin' NOV

FIRST TWO MONTHS OF '39 VS. FIRST TWO MONTHS OF '38





TOTAL PAYROLLS +9%









Providence Journal-Bulletin

Dominating New England's Lecond Largest Market

REP'S: Chas. H. Eddy Co., Inc. · New York · Chicago · Boston · Atlanta R. J. Bidwell Co. · San Francisco · Los Angeles



Eighty percent of all Rhode Island

MONEY

is subject to influence by

JOURNAL-BULLETIN **ADVERTISERS**

Rhode Island has 164,000 families.

Sales Management says these folks accounted for \$240,000,000 in retail sales in 1938.

The chart below shows Journal-Bulletin coverage in relation to family spending by income groups.

Journal Coverage 🕮 Added by Bulletin 🕮

TOP QUARTER Income Families

2ND QUARTER Income Families

3RD QUARTER Income Families

4TH QUARTER Income Families

Families in the top quarter income group account for nearly half — 45% — of all expenditures in this market. We give you about 92% of this "cream." Families in the second quarter spend 26% of the total. Coverage about 82% here!

Third and fourth quarter families contribute 18% and 11% respectively. In a nutshell, the Journal-Bulletin blanket Greater Providence — reach 3 out of 4 families in the state. And these are the families who spend 80% of all Rhode Island money.

TEST in "REGISTER CITY"

The New Haven Double Market

GREATER NEW HAVEN and LARGE TRADING AREA

(New Haven and Suburbs)

(29 Outlying Towns)

Completely and Effectively Covered By ONE Newspaper!

Largest Net Paid Daily Circulation In Connecticut!

The New Haven Register

National Representatives: THE JULIUS MATHEWS SPECIAL AGENCY

CONNECTICUT

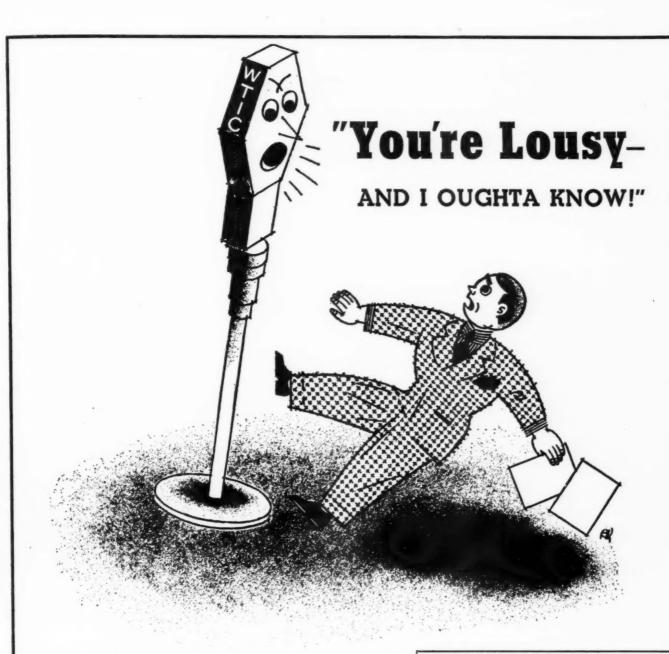
COUNTY		P(In Thous	DPULA ands, es		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	D SAL 1938	ES,		CTIVE BI			SAL MANA MEI MARI CONTI	AGE- NT KET
	Total 1930	% of U. S. A.	.%	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car		Per M	Dollars	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Fairfield. 23 Hartford. 15 Litchfield. 15 Middlesex. 15 New Haven. 16	386.7 421.1 82.6 51.4 463.5	.0419	74.1 73.2 41.1 47.7 82.6	577.6 89.2 139.3	100.9 20.3 12.0	98.8 20.1 11.9	70.56 74.35	29.44 25.65	148,967 21,338 16,632	.3979 .4138 .0593 .0462 .4260	6,930 1,541 865	42 48 50	993 923 1,028 1,049 801	256,115 279,083 40,350 24,608 300,676	.4410 .0638 .0389	2,765 1,988 2,052	2,799 1,998 2,062	.4051 .0677 .0433	118 101 103
New London14 Tolland15 Windham14	118.9 28.6 54.1	.0233	51.4 38.1 43.6	70.9	7.2	7.2	62.96	37.04	5,868	.0163	421	51 42 40	818 967 814	53,957 14,311 25,948	.0226	1,984	1,990	.0203	87
STATE TOTAL	1,606.9	1.3088	70.4	333.4	388.7	381.2	90.42	9.58	544,357	1.5120	25,923	47	904	995,048	1.5726	2,560	2,588	1.4775	113

For Connecticut City figures, see page 62

New England States—City Data

MAINE

				1	POPULA	TION				S VOLU 000 or		COME TAX	LOCAL NEWS-	SCALE		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Auburn (see also Lewiston) Augusta Augusta Bangor Bangor Bath Biddeford	Androscoggin Kennebec Penobscot Sagadahoc York	1 2	70,691 287,286 41,600 50,000	18,571 17,198 28,749 9,110 17,633	24.33 31.12 53.81	* .0576	99.9 99.8 99.1 99.5 99.9	4,896 3,773 17,085 6,859 68,078 2,437 3,988	4,900 8,070 23,543 18,516 76,694 3,400 7,743		3,995 17,570 2,090	54	8,880 24,770		11,315 8,519 38,191 15,206 115,488 4,277 7,362	2.98 2.24 * .0604 4.00 * .1825 1.13 1.94	2,311 2,256 2,217 1,756 1,846
Brunswick Lewiston Lewiston Portland Portland Rockland Rumford Falls	Cumberland, Androscoggin. Cumberland. Knox, Oxford.	3 4	171,749 267,697 75,000	70,810	49.08 52.59 32.77	4.38 * .1398	99.7 99.8 99.6 99.5 100.0	1,468 7,974 42,812 17,478 69,851 2,531 1,832	3,028 17,004 50,311 39,010 98,274 4,149 3,151	* .1398 15.68	51,609	78 41	34,212 65,494		2,980 18,739 84,079 51,700 142,240 4,682 3,664	.78 4.93 • .1329 13.61 • .2248 1.23 .96	2,95
Saco. South Portland Waterville Westhrook	York. Cumberland. Kennebec. Cumberland.		65,132	7,233 13,840 15,454 10,807	10.28	1.74	100.0 99.9 100.0 100.0	1,926 3,493 3,634 2,651	1,235 3,009 7,602 3,106	1.21	512 2,085 3,116	56		103.8 107.4	3,611 8,104 8,830 5,302	.95 2.13 2.32 1.40	1,87 2,32 2,43 2,00



"I've listened to your program every morning for three solid years, and I still think you're lousy." Those were a listener's very words, and we have his letter to prove it.

Of course it just isn't in the cards to please everybody with every program from dawn to sign-off. But what interests us particularly is, why did this fellow bother to listen every morning if he didn't like the show! And for three years, too!

The answer is: he has the WTIC habit. He knows that if he doesn't like one show, there'll be another one along in a few minutes that he WILL like. And he knows we welcome his comments too. For part of this "WTIC habit" includes a healthy correspondence between listeners and the station.

There's a big slice of Southern New England families who have this WTIC habit. And they've had it for many years. We know because otherwise we wouldn't be doing such a profitable job for so many people with goods to sell in this billion dollar market. When can we put our ability to work, to get and HOLD an audience . . . for you?

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

50,000 WATTS · HARTFORD, CONN.

The Station With the Friendly Audience

The Travelers Broadcasting Service Corporation Member NBC Red Network and Yankee Network Representatives: Weed & Company

New York Chicago Detroit San Francisco

SPRINGFIELD HEW ENGLAND'S THIRD LARGEST MARKET

The Springfield Market comprises 625,000 people in an easily worked area of 1200 square miles. Pulling power of complete newspaper coverage pleases dealers in every part of the area. Business conditions are comparatively stable and buying power far above the Nation's average. Lowest Milline rate in New England (except Boston).

SPRINGFIELD Scale of Living Index is 21.6 % above average for cities in United States.

 SPRINGFIELD
 Income per Family
 Retail Sales per Family

 Massachusetts
 \$2,854
 \$1,943.67

 United States
 2,673
 1,455.57

 United States
 2,116
 1,203.08

Income Tax Returns Increased from 67 to 74 per 1,000 Population.

SPRINGFIELD Trading Area — 60th in Population — 43rd in Retail Sales

Springfield is 100 miles from Boston and 135 miles from New York.

Springfield dominates its own market, free from outside influence.



Springfield Newspapers

SPRINGFIELD, MASSACHUSETTS

NEW YORK OFFICE ROOM 2160 - GRAYBAR BUILDING

NEW HAMPSHIRE

				,	POPULA	TION				ES VOLU 		IN- COME TAX	LOCAL NEWS-	SCALE		TIVE BU	
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Berlin	Coos. Sullivan. Merrimack. Strafford. Cheshire.		42,000 60,734 13,573 30,000		50.93 44.93 35.19	4.30 2.69 5.42 2.92 2.97	100.0 99.7 99.8 99.8 99.8	4,284 3,021 6,155 3,392 3,627	5,417 3,293 10,818 7,156 7,249	3.61 2.19 7.20 4.76 4.82	2,492 982 4,597 2,681 3,697	72 58		85.4 101.8 135.5 119.3 132.0	8,718 6,752 13,233 6,699 7,925	3.63 2.81 5.51 2.79 3.30	2,03 2,23 2,15 1,97 2,18
Laconia	Belknap. Grafton. Hillsborough. Hillsborough. Sullivan.		33,000 174,493 31,463	7,073 76,834	16.52 54.32 22.45	1.52	99.8 99.9 100.0 99.7 99.8	3,172 1,934 18,748 7,593 1,239	5,172 2,424 28,735 11,393 1,759	1.61	432 18,850 5,070	47	33,385	125.5 129.2 117.1 115.9 101.8	6,011 4,293 41,321 16,629 2,857	2.50 1.79 17.22 6.93 1.19	1,89 2,22 2,20 2,19 2,30
Pertsmouth Rochester Somersworth	Rockingham Strafford Strafford		15,909	14,495 10,209 5,680	26.47	3.11 2.19 1.22	97.4 100.0 99.9	3,579 2,642 1,315	8,570 4,293 1,051	5.70 2.86 .70	2,228 321 151	43		129.2 119.3 119.3	7,623 5,258 2,597	3.18 2.19 1.08	2,13 1,96 1,97

For New Hampshire County figures, see page 53

VERMONT

Barre Barre Benningten Brattlebore Burlington Burlington Burlington	Washington. Bennington. Windham. Chittenden. Washington.	5 41,733 16,500 30,000 6 110,289 41,702	7,390 34.1 8,709 33.4 24,789 52.2	0 2.05 99.9 6 2.41 99.9 2 6.89 99.6	. 10,158 2,032 2,253 6,004 . 26,460	6,120 13,225 3,491 4,903 11,673 30,038 3,200 6,000 11,673 11,44 30,038 3,200 3,14	2,106 64 594 99 59 13,658 70 3,390 94	7,037 119.7 110.9 122.6 23,456 117.2 119.7	8,541 4.38 3,000 28,869 * .0458 5,822 2.99 2,865 5,448 2.79 2,418 18,210 9.34 3,033 55,475 .0876 6,371 3.27 3,050
Rutland	Rutland	7 107,524 30,000 8 57,356	8,020 26.7 7,920 29.0	* .0876 2.23 99.6	27,327 1,983	9,937 31,814 * .0883 3,570 3.50 4,811 4.71 14,611 * .0406	5,720 67 1,114 80 2,914 61	14,702 102.5 96.6 93.7	11,979 6.14 2,750 64,365 1018 3,520 1.81 1,775 4,380 2.25 2,120 24,735 0392

For Vermont County figures, see page 54

Checking RESULTS OF OUR SALES FORCE

"We have been using your data in checking results of our sales force. Your information is very comprehensive and covers a great scope of useful information."

GEORGE GARNSEY, DANIEL HAYS COMPANY, INC., GLOVERSVILLE, N. Y.

GREENFIELD FRANKLIN MASSACHUSETTS

- Is a PLUS Market ALL WAYS -

THE PLUS IN GREENFIELD

Buying Power Index

New Car Sales

THE PLUS IN FRANKLIN COUNTY

Scale of Living Index

7%

Buying Income Per Family \$262

1.6%

Income Tax Returns

Better Than U. S. Average

25.9% **Auto Registrations**

Retail Sales Per Family \$410.04

Higher Than U. S. Average

Retail Sales Per Family \$157.55 Higher Than Mass. Average

THE SURE WAY TO THIS PLUS MARKET IS THROUGH THE

35.6%

75%

Circulation 7377

GILMAN, NICOLL and RUTHMAN, National Representative

New York

Chicago

MASSACHUSETTS

				1	POPULA	ATION				ES VOLU		IN- COME TAX	LOCAL NEWS-	SCALE		TIVE BU NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Adams	Berkshire			12,697		.29	100.0	2,993	2,445	.16		34			7,004	.26	2,340
Athol	Worcester		26,677 74,650	10,677 21,769	2.17 5.97	.25	99.7	2,728	3,603	.24	556	50 56	6,220	118.8	6,438	.24	2,360
Attleboro	Bristol		74,000	7,271	2.25	.17	93.0	5,489 1,979	5,486 3,584	.24	612 230		6,220	197.3	12,630 4,888	.46	2,301
Beverly	Essex		38,935	25,086		.59	99.8	6,481	7,820	.53	1,830	77	4,889		18,030	.66	2,782
Boston	Suffolk			781,188	88.82	18.38	97.2	179,200	447.041	30.08	1,363,476	73	1,624,974	133.6	567,706	20.79	3,168
Boston		9	3,323,175	*******		* 2.7068		807,268	1,209,545	* 3.3596					2,182,939	* 3.4499	
Brockton	Plymouth		209,834	63,797		1.50	99.2	16,677	22,433	1.51	10,543	56	31,263	154.2	43,060	1.58	2,582 3,321 2,711
Cholone	Middlesex		145,000	113,643 45,816	12.16	2.67 1.08	95.0 99.3	27,448 9,894	40,735 13,882	.93	51,564 22,089		*******		91,155 26,823	3.34	3,321
Chelsea	Suffolk. Plymouth. Middlesex. Suffolk. Hampden.		145,000	43,930		1.03	99.9	9,401	7,119	.48	1,544	31			21,293	.78	2,265
Clinton	Worcester		19,055	12,817	2.61	.30	100.0	3.049	3,131	.21		38	2,642		7,135	.26	2,340
Everett	Middlesex		10,000	48,424		1.14	97.9	11,388	9,614	.65	9.036		2,042	*******	31,488	1.15	2,765
Fall River	Middlesex			115,274		2.71	99.5	27,001	30,837	2.07	30,518		30,798	94.3	58,754		2,176
Fall River-																	
New Bedford		10	364,590	40 000	0.00	* .2970	00.0	88,056	97,810	* .2717			10 100		205,703		
Fitchburg	Worcester		141,000 35,000			.96	99.9	9,826 4,403	15,466 6,639	1.04	11,094	52 58	12,409	113.2 110.4	22,786 10,343	.83	2,319
	H	11											7 450				
Gloucester	Essex		34,688 53,552	24,204 15,500		.57	99.9	6,100 3,978	8,616	.58	1,198	51 78	7,158 7,377		15,232 9,460	.56	2,497
Haverhill	Fesoy		104,498	48,710	9.78	1.15	99.4	12,729	6,417	.95	6,277		14,510		33,605	1.23	2,640
Holyoke	Hampden		100,000			1.33	99.7	13,967	18,322	1.23	8,686	54		123.3	36.621	1.34	2,640
Lawrence	Essex		163,472		17.08	2.00	99.8	20,026	31,433	2.11	17,674	41	28,406	126.4	53,209	1.95	2,657
Leominster	Worcester		22,212	21,810	4.44	.51	99.6	5,270	6,367	.43	554	44		113.2	12,221	.45	2,319
Lowell	Middlesex		162,000	100,234	10.72	2.36	99.9	23,726	31,032	2.09	12,040	42	21,855		67,714	2.48	2,854
Lynn	Essex		297,381	102,320		2.41	99.1	25,880	34,263		11,237		31,058	126.2	69,229		2,675
Malden	Middlesex		58,143	58,036 15,587		1.37	98.9	14,164	20,024 5,027	1.35	4,930				40,226 10,270		2,840
	Ú																-
Medford	Middlesex		200,000	59,714 23,170		1.41	99.0	14,404 6,050	11,001 5,219	.74	373	80 137		11	39,309 17,696	1.44	2,729
Milford	Worcester		35,000			.34	99.9	3,331	3,974		308	41			8,018	.29	2,40
Montague	Franklin		33,000	8,081		.19	100.0	1,925	1,452		300	42		135.6	4,597	.17	2,38
New Bedford	Bristol			112,597			96.7	27,920	34,901	2.35	20,310		51,711		66,729	2.44	2,39
New Bedford-		II.	204 100			. 2070		90 050	97,810	• .2717					205,703		
Fall River		10	364,590			* .2970	1	88,056			1						
Newburyport	Essex		40,000			.36	99.3	3,874	5,881	.40	1,675		5,051		10,158		2,62
Newton	Middlesex			65,276		1.54	99.0	15,315			950			400 4	51,903	1.90	3,38
North Adams	Berkshire		48,280			.49	99.3	5,376 5,421	8,018 9,497	.54	5,562 2,779		11,451 8,587		13,327 12,571	.49	2,47
Norwood	Norfolk		40,470	15,049		.35	99.8	3,516			682		0,007		8,333		2,37
			li .				100.0	1,581	1,301	.09		41		118.8	3,746	.14	2,40
Orange	Franklin			5,365 21,345		.13	99.9	4,990	4,402		5,765			110.0	13,528		2,71
Pittefield	Rorkshire	11	80 879				98.9	12,071	18,431		8,447		20,705	135.4	30,310	1.11	2,51
Plymouth	Plymouth			13,042		.30	98.2	3,503	3,995	.27	575	63		147.2	8,758	.32	2,500
Quincy	Norfolk		141,435	71,983			99.9	18,324	24,079	1.62	9,381	92	19,100		49,017	1.80	2,67
Revere	Suffolk			35,680	4.05	.84	99.7	8,039	6,290		5,440				20,934		2,60
Salem	Essex		150,000	43,353	8.70	1.02	99.7	10,071	21,035	1.42	8,885		20,035		27,484	1.01	2,72
Somerville	Middlesex			103,908			99.7	25,531	22,994		15,033		100	100	75,674	2.77	2,96
Springfield	Essex Middlesex Hampden	44	578.609	149,900	44.68	* .4713	97.9	38,066 140,626			65,899	74	133,208	121.6	108,640	3.98	2,85
Taunton	Bristoi		60,000		10.24	.88	98.9	8,687	12,114		2,928	45		101.0	20,449		2,35
						1	99.8	8,659			3,607	H			21,622		2,49
Waltham	Middlesex		175,478	39,247 12,992		.92	100.0	2,972			541				7,163		2,41
Webster	Worcester			19.775			99.9	4.684		.42	849				10,862		2.31
Woburn	Middlesex		42,000				98.5	4,316	6,073	.41	217	85			12,227	.45	2,833
Worcester	Worcester			195,311			99.2	45,853		4.77	57,444	66	117,159	113.0	115,458		2,518
Worcester		. 12	491,242			* .4001		115,824	150,641	* .4184					265,813	* .420	
*% of U. S. A.		1		1	1		1	1	II	1	1	1	1	1	-	1	

For Massachusetts County figures, see page 54

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 7 and following pages.

152 Temple St. New Haven

1000 WATTS - FULL TIME

WBRY operates studios and offices in New Haven and Waterbury. The transmitter is located in Prospect, Conn. between these two cities and almost in the center of New Haven County. The WBRY primary coverage area extends beyond the limits of New Haven County but analysis of retail sales in this county alone, indicates that WBRY is serving one of the important markets of the United States.

136 Grand St. Waterbury

Member of the COLUMBIA BROADCASTING SYSTEM

RHODE ISLAND

					POPUL	ATION				ES VOLU 8—000 of		IN- COME TAX	LOCAL NEWS-	SCALE		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 10000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Bristol	Bristol			11,953 25,898 42,911 10,304 29,995	47.64 4.80 7.95 1.91 5.50	1.74 3.77 6.24 1.50 4.36	99.7 99.9 99.3 100.0 97.4	2,631 5,912 9,645 2,432 7,344	2,084 4,020 5,818 1,598 6,350	.87 1.67 2.42 .66 2.64	1,703 1,883 105 10,276	19			4,736 10,642 27,006 5,594 19,094	1.10 2.47 6,28 1.30 4.44	1,800 1,800 2,800 2,300 2,600
Lincoln Newport North Providence Pawtucket Providence Providence	Providence	13	34,476 159,322 687,497	11,104 77,149 252,981	2.06 14.28	4.02 1.62 11.22	99.7 94.2 99.2 99.6 97.7	2,416 6,725 2,537 19,092 61,371 165,343	12,412 1,815 29,764 124,441	.55 5.16 .75 12.37 51.72 • .6682	7,250 155,500	92 46 45	31,142 143,796		6,161 16,712 6,343 50,594 184,113 430,024	1.48 11.76 42.81	2,556 2,489 2,500 2,656 3,000
Warwick. Westerly. West Warwick. Woonsocket** % of U. S. A.	Kent. Washington. Kent. Providence		47,392 55,395 100,000	17,696	37.47 34.43	1.60 2.58	98.9 97,8 99.9 99.7	6,024 2,695 3,896 11,224	3,740 5,200 5,142 16,599	2.16	534 9,086 10,490	37	4,794 3,851 15,897		11,295 6,091 7,402 29,182	1.42	1,87 2,26 1,90 2,60

For Rhode Island County figures, see page 56

CONNECTICUT

Ansonia New Haven Bridgeport Fairfield Bristol Hartford Danbury Fairfield Derby New Haven	35,00	146,716 37.94	9.13 97.7 1.78 99.5 1.39 99.1	6,548 5,547	4,780 .88 55,080 10.12 7,760 1.43 12,810 2.35 3,618 .66	428 68 32,742 76 483 88 3,220 94 1,052 57	82,390 138.6 10,050 141.1	11,464 83,180 14,353 13,623 5,556		2,491 2,323 2,192 2,456 2,291
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HARTFORD

has 10.21% of the state population, but 16.12% of the retail sales.

HARTFORD

County has 923 automobile registrations per 1000 families, the U. S. A. average is 787.

HARTFORD

ranks 39th in retail sales, 53rd in wholesale sales and 43rd in effective buying income per family.

HARTFORD's per family income is \$2,856, the U. S. A. average is \$2,116.

Obviously a city of such wealth and buying power should receive FIRST consideration in the planning of any advertising and sales promotion campaign. Obviously, too, the newspaper that has a 93% coverage of the families in this rich Greater Hartford market should receive FIRST consideration in the placing of advertising schedules.

THE HARTFORD TIMES

A Gannett Newspaper

REPRESENTED BY J. P. McKINNEY & SON • New York • Chicago • San Francisco

CONNECTICUT—Continued

CITY				,	POPUL	ATION				ES VOLU s—000 on		IN- COME TAX	LOCAL NEWS-	SCALE		NCOME	YING
	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 10000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Hartford	Hartford Hartford New Haven Middlesex New Haven	15	583,700 33,000 71,374 56,785 14,315	164,072 21,973 38,481 24,554 14,315	.5.21 8.30 47.79	10.21 • .4754 1.36 2.39 1.53 .89	95.9 99.8 99.7 99.1 99.8	40,646 140,423 5,352 9,564 4,810 3,447	87,731 192,805 6,475 12,980 9,416 4,107	16.12 * .5358 1.19 2.38 1.73 .75	79,777 4,681	102 69 73 58 94	5,626 15,735 10,844	128.9	116,085 358,352 13,872 23,183 11,020 9,507		2,856 2,59 2,42 2,29 2,75
New Britain New Haven New Haven-	Hartford New Haven		126,048	162,655	16.18 35.10		99.5 96.6	15,534 39,554	18,095 73,368		11,872 84,226		17,440 90,543		38,695 111,661		2,49 2,82
Waterbury New London New London-	New London	16	463,449	29,640	24.92		97.0	111,851 7,254			6,650	71	14,883	115.4	300,676 14,921	1.50	2,05
Norwich Norwalk Norwich Norwich-	Fairfield New London	14	173,052 60,500			2.24 1.44	97.6 98.0	42,165 9,219 5,615	54,913 15,674 11,513	2.88	2,282 7,811			138.6 115.4	79,905 26,329 11,719		2,8
New London		14	173,052			• .1409		42,165	54,913	* .1525					79,905	* .1263	3
Putnam Shelton Stamford Torrington Wallingford	Windham. Fairfield. Fairfield. Litchfield. New Haven		81,282 29,312		2.62 11.98 31.55	.46 .63 2.89 1.62 .70	98.9 99.5 95.3 99.4 99.7	1,849 2,297 10,925 6,052 2,686	1,884 22,554 8,204	4.14 1.51	12,644 2,465	50 110	12,713	121.2 147.9	3,768 6,567 31,573 12,861 7,317	3.17 1.29	2,03 2,85 2,89 2,12 2,72
Waterbury Waterbury- New Haven	New Haven	16	463,445	99,902	21.56	6.22	98.2	23,078	32,051 153,391		15,580	75	46,67	126.7	62,241 300,676	6.26 • .475	2,8
Willimantic*% of U. S. A.	Windham		25,000		22.39		99.3	3,031	5,950		1,17	50		121.2	6,235		2,0

For Connecticut County figures, see page 58

WHEN THE THERMOMETER SOARS AND SALESMEN FEEL LIKE LOAFING . . .

then, if ever, the men need to be reminded that there's business to be had in the Summertime as well as during the Winter.

Cartoonist Emidio Angelo of the SALES MANAGEMENT staff is preparing a series of 13 cartoon pages designed for once-a-week mailings to men in the field for the "dog days" in June, July and August. The series is called "13 Ways to Make Your Own Summer Slump." These will be available by April 20 through the Readers Service Department of this magazine, at a price of three cents for each single copy. No matter what other mailings you may have scheduled for the summer weeks, plan now to use these bright and salty pages to stimulate your own salesmen. . . . Send a request for samples today.

Sales Management • 420 Lexington Avenue • New York



. JAMESTOWN

BUFFALO EVENING NEWS

Edward H. Butler, Editor and Publisher

Represented by-

Kelly-Smith Company

Atlanta, Boston, Chicago, Detroit, New York and Philadelphia

Middle Atlantic States—County Data

NEW YORK

COUNTY		POPULATION (In Thousands, except density)							RETAIL SALES 1938 S. M. ESTIMATE		AUTO SALES, 1938			EFFE	SALES MANAGE- MENT MARKET CONTROLS				
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dellars (in theusands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Inde
Albany 17 Allegany 27 Bronx 23 Broome 19 Cattaraugus 27	212.0 38.0 1,265.3 147.0 72.4	.0310 1.0306 .1197	72.4	30860.0 208.5	55.7 10.7 321.3 36.3 18.9	54.9 10.6 318.1 36.1 18.5	99.95 90.66	6.71 56.33 .05 9.34 38.32	109,876 10,512 358,881 66,071 25,183	.0292 .9968 .1836	10,365 2,920	59 62 51	756 910 375 941 839	117,769 17,704 893,305 89,613 43,125		2,466	1,663 2,796 2,473		95
Cayuga 21 Chautauqua 27 Chemung 20 Chenango 19 Clinton 17	64.8 126.5 74.7 34.7 46.7	.1030 .0608 .0283	70.2	118.3 183.5 38.8	17.2 33.9 19.6 9.8 10.3	17.1 33.8 19.4 9.8 10.3	83.59 45.88	26.09 16.41 54.12	41,818 30,423 15,168	.1162 .0845 .0421	2,170 1,370 713	48 45 63	840 760 807 847 840	41,304 78,300 47,414 19,207 22,184	.0653 .1237 .0749 .0304 .0351	1,952	2,428	.1176 .0769 .0365	126
Columbia 17 Cortland 21 Delaware 19 Dutchess 23 Erie 27	41.6 31.7 41.2 105.4 762.4	.0258 .0336 .0858	29.6 57.5 8.4 52.6 86.4	63.0 28.4 130.8	11.1 8.8 11.2 25.2 184.5	10.8 8.8 11.1 24.5 180.3	70.20 42.73 78.43	29.80 57.27 21.57	13,932 15,761 43,024	.0387 .0438 .1195	690 864 2,526	62 66 64	837 911 812 963 905	67,098	.0363	2,663	2,142 2,057 2,703	.0348 .0417 .1189	135 126 135
Essex. 17 Franklin. 22 Fulton. 17 Genesee 27 Greene 17	34.0 45.7 46.6 44.4 25.8	.0371 .0380 .0362		27.2 90.2 89.7	8.1 10.7 13.2 11.1 7.5	11.0	55.22 89.16 62.44	44.78 10.84 37.56	15,555 19,670 13,481	.0432 .0546 .0375	794 668 998	63 42 63	862 780 761 966 860		.0424 .0415 .0368	2,519 1,989 2,092	2,553 1,995 2,110	.0423 .0436 .0420	11 11 11
Hamilton. 18 Herkimer. 18 Jefferson. 22 Kings. 23 Lewis. 22	3.9 64.0 83.6 2,560.4 23.4	.0521 .0681 2.0854	65.0 43.8	65.6 36062.0	16.5 22.4 616.9	16.5 22.3 599.0	79.33 64.51 99.96	20.67 35.48	17,933 30,486 780,276	.0498 .0847 2.1673	1,433 21,613	46 49 61	942 736 817 412 850	32,195 46,872 2,073,685	.0509 .0741 3.2773	1,954 2,096 3,362	1,955 2,099 2,3,417	.0491 .0778 2.1895	9 11 10
Livingston28 Madison21	37.5 39.8												947 883						

Twenty Years

For 20 years TIRES Magazine has been the outstanding exponent of the interests of the Independent Tire Dealer and Service Station Operators. As the oldest publication devoted primarily to the tire trade, it has observed and recorded the transition of the tire dealer from the "store" owner with "curb service" to the operator of a Master Station with widely diversified services.

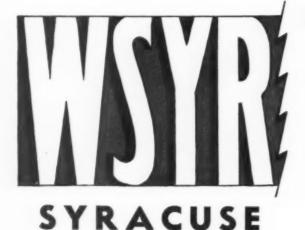
The 15,000 dealer readers of TIRES sell and service not only tires and tubes, but also batteries, brakes, wheels and rims and other items coming under the classification of quick service. Naturally, many of them recap and retread tires and a large percentage sell gasoline and render lubrication service.

TIRES continues to be the best advertising medium available to the manufacturers of automotive items designed for sale through service stations or of equipment needed for the efficient operation of these stations.

Ask any independent tire dealer what trade paper he reads most thoroughly and he is bound to say — TIRES.



420 Lexington Ave., New York, N. Y.



Covers the Syracuse Market PLUS

Sales Management data proves the Syracuse Market Area far above average, with <u>more</u> money to spend. WSYR serves more than this rich area. We serve <u>20 Prosperous Counties</u> in Central New York. For details on Syracuse Market PLUS write WSYR or —

Paul H. Raymer Co. - representative

NEW YORK—(Continued)

COUNTY		POPULATION (In Thousands, except density)							RETAIL SALES 1938 S. M. ESTIMATE		AUTO SALES, 1938			EFFE		SALES MANAGE- MENT MARKET CONTROLS			
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Per M	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power	Buy- ing Power in dex
Monroe	423.8 60.1 303.0	.3452 .0490 .2468	85.1 66.6 45.9		15.3	106.0 15.3 73.5	85.86	6.82 14.14 4.00		.4769 .0577 .3956	9,340 943 11,738	50	982 797 1,479	242,137 32,400 219,280	.3827 .0512 .3466			. 4484 .0526 .4509	130 107 183
New York. 23 Niagara. 27 Oneida. 18 Onondaga. 21 Ontario. 26	1,867.3 149.3 198.8 291.6 54.3	1.5209 .1215 .1619 .2375 .0442	78.7 72.8 77.4	159.0 373.4	73.7	413.9 35.5 48.2 73.0 14.3	84.47 88.87	15.53 11.13	73,820 108,333	4.6801 .1416 .2051 .3009 .0455	3,120 5,790	43 48 55	257 981 800 872 920	2,368,184 87,963 117,131 172,124 37,868	3.7428 .1390 .1851 .2720 .0598	5,049 2,446 2,416 2,335 2,642	2,462 2,423 2,348	.1841	204 117 114 123 120
Orange 23 Orleans 26 Oswege 21 Otsege 19 Putnam 23	130.3 28.8 69.6 46.7 13.7	.1061 .0235 .0567 .0380 .0112		72.7 72.1	7.9 18.4 13.5	32.1 7.9 18.4 13.5 3.4	62.33 44.80	37.67 55.20	7,500 20,746 17,813		3,316 500 1,138 883 635	61 55 66	921 871 785 814 1,424	91,079 14,682 37,063 28,810 9,241	.0232	2,016 2,136	1,860 2,018 2,139	.1583 .0233 .0585 .0470 .0216	149 99 103 124 193
Queens 23 Rensselaer 17 Richmond 23 Rockland 23 St. Lawrence 22	1,079.1 119.8 158.3 59.8 90.9	.0487	74.0 100.0 36.1	2,778.0 325.7	13.7	275.5 31.7 35.2 13.2 22.4	86.36 98.57 91.87	13.64 1.43 8.13	44,240 51,513 21,892	.1229 .1431 .0608	2,072 2,120 1,477	58 56 60	691 738 777 1,149 786	776,895 76,794 106,560 40,249 56,115	.1684	2,408	2,417 3,005 3,004	1.0938 .1173 .1406 .0671 .0795	124 120 109 138 107
Saratoge. 17 Schenectady 17 Schoharie 17 Schuyler 20 Seneca 21	63.3 125.0 19.7 12.9 25.0	.1018 .0160 .0105	82.4 13.1 22.9	606.9 30.6 38.4	31.9 5.8 3.7	16.4 31.7 5.8 3.7 6.2	96.04 26.95 46.83	3.96 73.05 53.17	47,286 6,847 3,756	.1314 .0190 .0104	2,652 386 230	54 69	729 921 882 787 849	86,658 10,846 6,119	.1370 .0172 .0097	2,717 1,873 1,644	2,725 1,880 1,653	.0188	112 133 118 102 138
Stauben26	82.7	.0674	46.6	59.1	22.6	22.5	60.42	39.58	25,781	.0716	1,458	52	788	48,887	.0773	2,165	2,169	.0749	111

SYRACUSE - A \$130,464,000 MARKET

Exceeds the National Index on Every Count!

In retail sales, income tax returns, automobile registrations, new car sales effective buying income, income per capita and income per family, in every buying quality that makes for bigger sales volume for you—Syracuse Is Higher Than National Average for all cities over 100,000 population!

Get your share of this concentrated buying-market. Reach it through WFBL—the radio medium that commands the greatest popularity, widest listener audience and most outstanding program features and news coverage in Syracuse area.

For complete data regarding Syracuse as a market . . . WFBL'S coverage of that market . . . and station rates and time available, phone or write to WFBL, or its National Represen-

tatives, Free & Peters, Inc.

ONONDAGA RADIO BROADCASTING CORP.

Member Basic Network Columbia Broadcasting System SYRACUSE, NEW YORK

5000 Watts Daytime 1000 Watts Nights

- Sales Management Survey Proves Rochester's Big Plus Spending Habits!
- Listening Habits Survey
 Proves Rochester Prefers-



BASIC CBS

Representatives: Paul H. Raymer Co.; New York, Chicago, Detroit, San Francisco

BUFFALO WILL GIVE YOU PLENTY SALES MANAGEMENT figures for the sales potentials of Buffalo.

Be sure this market and The Court

Be sure this market and The Courier-Express are on your list.

Buffalo Courier-Express

LORENZEN & THOMPSON

NEW YORK

CHICAGO

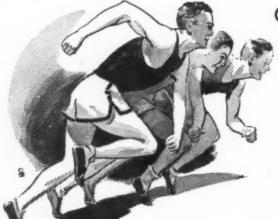
DETROIT

NEW YORK—(Continued)

COUNTY		POPULATION (In Thousands, except density)							RETAIL SALES 1938 S. M. ESTIMATE		AUTO SALES, 1938			EFFE 11	SALES MANAGE- MENT MARKET CONTROLS				
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Suffolk 23 Sullivan 23 Tloga 19 Tompkins 21	161.1 35.3 25.5 41.5	.0209	19.7 19.5 40.8 49.9	35.2 49.0	9.7	9.6 7.3	51.85 44.88	48.15 55.12	15,946 8,412	.0443	455	73 55	1,382 1,069 857 987	109,920 19,536 13,624 28,694	.1737 .0309 .0215 .0454	2,878 2,020 1,859 2,491	2,026 1,866	.0443	154 110
Ulster. 23 Warren 17 Washington 17 Wayne 26 Westchester 23	80.2 34.2 46.4 50.0 520.9	.0279 .0378 .0407	44.2 54.2 40.8 28.4 84.7	39.0 55.5 83.5	9.4 12.0 14.1	9.4	83.00 56.65 45.15	17.00 43.35 54.85	17,851 11,940 15,460	.0429	734 692 1,152	61 58 65	860 891 744 970 1,089	50,415 21,594 20,960 26,897 383,412	.0797 .0341 .0331 .0425 .6059	2,313 2,296 1,742 1,907 3,126	2,300 1,745 1,910	.0384	90
Wyoming27 Yates26	28.9 16.8		26.8 31.6							.0225 .0121	570 300	56 69	898 882	15,382 8,892	.0243 .0141	1,969 1,812		.0255 .0139	109 101
STATE TOTAL	12,588.1	10.2529	83.5	264.2	3,153.1	3,051.4	91.96	8.04	5,472,186	15.1997	193,517	57	653	9,676,900	15.2937	3,069	3,126	13.5188	132

For New York City figures, see page 74

BINGHAMTON, N. Y.



Continues to lead the race for YORK STATE'S

(See N. Y. State Dept. of Labor Bulletin issued monthly)

The Binghamton-Endicott-Johnson City Market has led all other salient markets of the state in payroll and employment stability for years. In this same area The Binghamton Press is delivered by carrier daily to 97 of every 100 homes.

AND IN THIS RICH MARKET ADVERTISERS ARE AFFORDED COMPLETE COVERAGE THROUGH

BINGHAM PRESS

Southern New York State's Greatest Daily Newspaper

we've heard a million answers

.. TO MARKETING QUESTIONS YOU ASK EVERY DAY

During the past two years, The New York Times Market Research Department has made more than 40,000 calls on retailers to study the sales of your products in New York City.

More than a million questions have already been asked and answered in the course of this work. These answers are the facts you need in planning more profitable sales in the New York market.

Throughout the numerous market studies made to date, one merchandising fundamental has asserted itself repeatedly. It is the simple fact that all advertised merchandise—even low-priced, high-volume commodities—sells faster where incomes are high.

The high-income families of New York City are a volume market of important dimensions...the most economically reached and most profitably sold group in the entire city.

The New York Times is your logical advertising medium for reaching this preferred "mass market." The Times is read by more better-than-average-income families than any other newspaper in New York. And it is also read by an important number of the best of the average-income group.

The New Hork Times

DETROIT • GENERAL MOTORS BUILDING CHICAGO • 230 NORTH MICHIGAN AVE. BOSTON • BOSTON GLOBE BUILDING

Interested executives are invited to write for market studies covering New York City sales of Canned Soup, Mayonnaise and Salad Dressing, Cold Cereal, Ketchup, Scouring Powder, Citrus Fruit, Pineapple Juice, Coffee, Hot Cereal, Baked Beans, Tomato Juice, Tooth Paste, Shortening and Land, and Crackers



WHY ADVERTISERS USE THE ELIZABETH DAILY JOURNAL

To Produce Sales For Them in the Elizabeth Market

. . . They have found that the Elizabeth Market, comprising Elizabeth and its compact suburban area of not more than 10 miles, offers a spending power of \$77,723,000 annually which means an important volume of sales for their product.

... They have found that it pays to cultivate this market because of its high percentage of single and two-family homes maintained

by employed wage earners supported by over 216 diversified industries within the Elizabeth area.

. . . They have found that no amount of suburban "fringe" circulation of other mediums will give the substantial sales-producing coverage of the Journal's 28,789 A.B.C. daily circulation.

It Pays To Advertise In The Elizabeth Daily Journal

Only Daily Paper in Elizabeth, N. J.

Represented by CHAS. H. EDDY CO., INC. New York Boston Chicago Atlanta San Francisco

NEW JERSEY

COUNTY		POPULATION (In Thousands, except density)							RETAIL SALES 1938 S. M. ESTIMATE		AUTO SALES, 1938			EFFE		SALES MANAGE- MENT MARKET CONTROLS			
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	1938-	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Atlantic 37 Bergen 23A Burlington 37 Camden 37 Cape May 37	124.8 365.0 93.6 252.3 29.5	.2055	24.6 79.5	1,540.0 114.8 1,131.4	32.1 90.9 22.9 61.4 8.3	27.1 89.0 21.4 57.4 7.5	77.48 97.54	9.16 4.01 22.52 2.48 19.18	68,353	.1498 .2788 .0629 .1899 .0343	1,826 8,453 1,696 3,950 633	53 54	650 1,042 883 742 832		.1320 .3979 .0686 .1851	2,602 2,771 1,899 1,908 1,897	2,851 2,804 1,972 1,982 2,000	.1935	
Cumberland .37 Easex .23A Gloucester .37 Hudson .23A Hunterdon .23	69.9 833.5 70.8 690.7 34.7	.6789 .0577 .5626	40.9 100.0	6,563.1 213.9 16063.5	18.1 203.2 17.8 165.1 9.3	16.9 188.7 16.4 161.0 9.2	99.70 69.19 99.79	30.81	336,570 15,325 185,614	.0608 .9349 .0426 .5156 .0265	1,094 16,138 1,262 6,864 712	51 56	927 814 905 530 987	38,837 422,896	.9943 .0614 .6683		3,226 2,283 2,598	.9228 .0565 .5136	136 98 91
Mercer 23 Middlesex 23A Monmouth 23 Morris 23A Ocean 23	187.2 212.2 147.2 110.5 33.1	.1728	71.2 82.8 50.4 48.5	680.2 309.9	42.7 47.7 39.0 26.1 9.2	40.3 46.3 35.5 25.4 8.9	96.31 82.06 86.31	5.16 3.69 17.94 13.69 22.87	57,560 54,228 38,555	.1852 .1599 .1506 .1015 .0371	3,499 3,855	53 62 59	864 863 1,013 1,158 1,131		.1720 .1594 .1166	2,588 2,825	2,725 2,868	.1713 .1702 .1231	99 142 137
Passaic 23A Salem 37 Somerset 23 Sussex 23 Union 23A	302.1 36.8 65.1 27.8 305.2	.0531	95.1 37.8 59.7 34.4 94.0	107.4 213.5	75.1 9.3 15.1 7.2 72.5	73.7 8.2 14.8 7.1 68.5	78.16 83.71 62.00	21.84 16.29 38.00	11,102 18,806 8,598		1,361 770	54 55 67	734 1,026 881 1,030 1,039	39,647 15,910	.0312	2,113 2,617 2,215	2,263 2,653 2,222	.0353 .0619 .0297	118 117 131
Warren23	49.3	.0402	54.1	136.2	12.7	12.7	79.97	20.03	11,500	.0319	833	56	841	26,913	.0425	2,113	2,120	.0393	98
STATE TOTAL.	4,041.3	3.2917	82.6	537.8	985.7	936.0	94.55	5.45	1,327,809	3.6882	71,511	55	825	2,549,901	4.0299	2,587	2,663	3.8122	11

For New Jersey City figures, see page 78

Setting ZONE BUYING POWER INDICES

"Your Survey of Buying Power is one of the most helpful pieces of statistical information that comes our way. We use it, in combination with statistical information derived directly from our own statistical department, to set the buying power indices for each of our 21 zones... Our advertising agency, Batten, Barton, Durstine & Osborn, as well as other people in the sales and advertising field, have told us that the index figure we have worked out for each of our zones is amazingly accurate when compared to the actual sales performance we secure... This index is really the base for the sales quotas we establish for our wholesalers and for our own sales force.... All together, your annual compilation is the most valuable piece of general information published, in my opinion."

L. F. HALLIGAN, Director of Sales Research,
HAMILTON WATCH COMPANY, LANCASTER, PA.

Planning LOWER COST Sales



The Newark News is the direct answer to low cost sales in America's 11th retail market.

The Newark News delivers the greatest family coverage in this area (Newark ABC City Zone — Essex and parts of Bergen, Hudson and Union Counties). More than *any* other Newark or New York newspaper—more than *all* New York dailies combined!

If you want to sell the rich Newark market, the Newark News is indispensable.

NEWARK NEW JERSEY

Newark Evening News

"Always Reaches Home"

O'MARA & ORMSBEE, INc. — General Advertising Representatives — New York • Chicago • Detroit • Atlanta • Los Angeles • San Francisco

APRIL 10, 1939

[71]

WHEN YOU THINK OF THE SMALL TOWN MARKET

THINK OF



PENNSYLVANIA

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST	1	AUT	O SAI 1938	LES,		CTIVE B			SAL MANA MEI MARI CONT	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Per M	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Adams 35 Allegheny 30 Armstrong 30 Beaver 30 Bedferd 34	37.1 1,374.4 79.3 149.1 37.3	.0302 1.1195 .0646 .1214 .0304		1,895.7 121.4 347.5	9.2 312.2 18.1 33.0 8.8	292.6 17.8	98.19 75.84 92.94	1.81 24.16 7.06	6,890 438,842 13,813 37,313 5,684	.0384	816 1,918	42 31 30	1,013 728 762 743 857	11,193 849,442 28,302 71,843 8,333	.0447	1,563	2,821 1,577	.0222 1.2429 .0419 .1056 .0178	111 65 87
Borks. 37 Bigir 34 Bradford. 20 Bucks. 37 Butler. 30	231.7 139.8 49.0 96.7 80.5	.1887 .1139 .0400 .0788 .0656	31.1	261.4 42.8 159.1	56.9 33.2 13.2 23.6 19.0	13.1	91.86 49.79 67.81	8.14 50.21 32.19	80,935 38,892 12,399 23,980 20,622	.2248 .1080 .0344 .0666 .0573	1,410 725 2,055	50	871 692 765 1,100 949	121,475 64,140 23,724 44,238 35,089	.1920 .1014 .0375 .0699 .0555	1,934 1,798 1,874	1,945 1,801 1,892	.0942 .0365 .0811	83 91 103
Cambria 29 Cameron 30 Carbon 37 Centre 35 Chester 37	203.2 5.3 63.4 46.3 126.6	.1654 .0043 .0516 .0377 .1031	54.3 55.1 61.2 27.7 41.1	283.3 13.5 156.1 40.4 163.0	42.0 1.3 13.8 10.8 29.7	41.4 1.3 13.8 10.8 26.8	90.67 90.58 71.83		11,321 13,079	.1092 .0047 .0314 .0363 .0910	104 647 893	36 46 50	725 928 709 961 1,010	72,212 2,275 27,678 17,166 60,586	.1141 .0036 .0437 .0271 .0958	2,004 1,583	1,739 2,005 1,587	.0046 .0362 .0366	107 70 97
Clarion 30 Clearfield 30 Clinton 36 Columbia 25 Crawford 28	34.5 86.7 32.3 48.8 63.0	.0281 .0706 .0263 .0398 .0513	9.2 27.6 42.1 44.5 39.3	75.9 36.8 101.9	8.4 19.2 7.8 11.9 17.0	7.8	78.23 78.94 72.64	27.36	7,650 17,128 6,735 10,994 18,775	.0213 .0476 .0187 .0305 .0521	692 934 420 785 1,414	41 39 59	1,011 724 781 870 930	13,610 32,997 10,295 15,139 32,795	.0215 .0521 .0163 .0239 .0518	1,719 1,314 1,270	1,723 1,318 1,271	.0317	70 72 80
Cumberland .35 Dauphin .35 Delaware .37 Elk .30 Erie .28	68.2 165.2 280.2 33.5 175.3	.0556 .1346 .2283 .0272 .1427	49.4 69.7 72.9 55.2 76.1	316.5 1,514.9 41.5	17.9 41.3 67.1 7.2 43.6	17.5 38.8 62.4 7.2 43.3	91.37 95.74 87.85		16,172 57,098 76,697 7,864 55,463	.0449 .1586 .2130 .0218 .1541	4,139	55	1,018 882 987 768 893	25,327 84,879 189,104 14,101 82,258	.0400 .1341 .2989 .0223 .1300	1,949	2,129 2,933 1,954	.2942	126 129 82
Fayette. 30 Forest. 28 Franklin. 41 Fulton. 41 Greene. 30	198.6 5.2 65.0 9.2 (41.8	.1617 .0042 .0530 .0075 .0340	23.8 41.4 11.7	12.2	42.3 1.3 15.8 2.2 9.7	39.6 1.3 15.4 2.2 9.6	53.85 65.28 32.03	34.72 67.97	40,333 868 15,465 953 6,540	.1121 .0024 .0430 .0027	106	57	636 885 940 831 754	78,391 1,818 21,082 1,925 12,744	.1239 .0029 .0333 .0030 .0201	1,855 1,389 1,338 879 1,309	1,922 1,389 1,354 882	.1064 .0037 .0456	88 86 49
Huntingdon 35 Indiana 30 Jefferson 30 Juniata 35 Lackawanna 24	39.0 75.4 52.1 14.3 310.4	.0318 .0614 .0424 .0117 .2528	31.9 23.2 38.0 90.5	42.5 90.9 78.2 36.5 688.2	9.0 16.5 12.0 3.6 66.7	8.8 16.3 12.0 3.6 66.5	71.70 66.68 32.78	33.32	7,331 13,890 9,893 2,046 87,084	.0204 .0386 .0275 .0057 .2419	426 876 679 241 3,619	35 41 46 52	836 844 765 950 575	12,975 26,424 19,568 3,038 156,554	.0205 .0418 .0309 .0048 .2474	1,604 1,626 843	1,460 1,614 1,629 846	.0210 .0420 .0312 .0077	66 68 74
Lancaster 37 Lawrence 30 Lebanon 37 Lehigh 37 Luzerne 25	196.9 97.3 67.1 172.9 445.1	.1604 .0792 .0547 .1408 .3625	46.1 61.3 47.4 73.4 77.3	209.2 270.2 186.4 502.6 499.0	48.7 22.5 16.7 41.7 92.4	48.0 22.0 16.6 41.6 92.1	77.83 85.49 82.20 91.47 96.37	22.17 14.51 17.80 8.53 3.63	58,877 25,089 18,733 51,405 104,946	.1635 .0697 .0520 .1428 .2915	1,355 1,253 2,421	54 31 51 50 63	981 868 951 737 656	98,811 47,322 29,178 84,214 200,367	.1562 .0748 .0461 .1331 .3167	2,030 2,100 1,748 2,017	2,129 1,754 2,021	.1339	90 100 95
Lycoming	93.4 55.2 99.2 40.3 28.3	.0764 .0449 .0808 .0329 .0230	64.5 48.2 60.7 40.7 42.6	76.6 55.9 141.8 101.3 45.4	24.0 13.8 23.7 9.4 7.2	23.7 13.7 23.0 9.3 7.2	83.18 76.23 84.98	19.60	25,824 18,719 22,511 9,004 9,057	.0717 .0520 .0625 .0250 .0252	1,483 1,335 1,492 486	49 46 33 37	797 953 840 796 1,060	47,839 30,714 44,968 15,679 15,227	.0756 .0485 .0711 .0248 .0241	1,996 2,230 1,900 1,675	2,009 2,236 1,929 1,682	.0745 .0566 .0704 .0247	98 126 87 75
Montgomery	265.8 14.5 169.3 128.5 21.8	.2165 .0118 .1379 .1047 .0177	66.1 49.4 71.7 56.8		61.0 3.2 40.2 29.5 5.6	58.8 3.2 39.8	90.17 66.51 92.18 88.05	9.83 33.49 7.82 11.95	87,950 2,585 49,675 25,980 3,380	.2443 .0072 .1380 .0721 .0093	6,939	57 56 47 58	1,113 795 903 691 917	168,419 3,814 91,765 50,419 6,484	.2662 .0060 .1450 .0797	2,759 1,204 2,285 1,708	2,816 1,206 2,298 1,710	.2904 .0078 .1445	134 64 105 74
Philadelphia 37 Pike 24	1,951.0 7.5	1.5891 .0061	100.0	15241.9 13.8	458.6 2.1	408.8 2.1	99.81	.19	733,035	2.0361	25,261 128	53	538 954		1.8815		2,773		110

Barrington Associates, Inc.

220 East 42nd Street, New York

Barringtons specialize in sales engineering, sales counseling and marketing research.

Founded in 1926, the Barrington organization has a background that insures effective performance. Continuous consulting service and repeated employment on special assignments by many clients indicates the practical character of our work.

We will be glad to discuss your problems and our methods in an informal way, to determine if we may be of help to you.

PENNSYLVANIA—(Continued)

COUNTY		P(In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST) SAL 1938	ES,		CTIVE B			MANA MEN MARK CONTR	NGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. ml.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. \$. A.	Per Fam- lly	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Potter	17.5 235.5 18.8	.0142 .1918 .0153	15.6 59.1 14.8	16.3 303.1 60.6	4.6 50.7 4.8	4.6 50.5 4.8	43,73 91,96 42,97	8.04		.0116 .1395 .0067	334 2,810 220	54 56 61	831 708 865	8,425 88,421 3,550	.0133 .1397 .0056	1,822 1,745 739	1,823 1,748 739	.0141 .1418 .0079	99 74 52
Somerset	80.8 7.5 33.8 31.9 17.5	.0260	20.6 24.8 11.4 18.9	78.1 16.4 41.0 27.9 57.3	17.2 1.8 8.5 8.6 4.5	17.1 1.8 8.5 8.6 4.5	72.46 5.53 36.57 54.48 54.96	94.47 63.43 45.52		.0442 .0031 .0183 .0236 .0096	997 88 483 635 323	42 49 68 58 60	830 800 707 896 1,047	21,581 1,581 12,457 12,016 8,507	.0341 .0025 .0197 .0190 .0135	1,256 898 1,464 1,391 1,905	898 1,467 1,393	.0434 .0034 .0210 .0252 .0133	97
/enango	63.2 41.5 204.8 28.4 295.0	.0338 .1668 .0231	56.4 35.8 42.2 19.3 49.2	237.6 38.5		15.2 10.4 42.6 7.2 63.0	69.89 87.84 46.65	30.11 12.16 53.35	11,598 49,506 7,124	.0477 .0322 .1375 .0198 .1774	1,046 734 2,392 419 3,290	49 35 64	882 854 721 823 725	32,952 17,230 87,969 12,330 124,469	.0521 .0272 .1390 .0195 .1967	2,149 1,659 1,945 1,718 1,927	1,661	.0514 .0326 .1336 .0204 .1817	96 80 81
Wyoming24 Fork35	15.5 167.1	.0126	47.8	39.1 185.1	4.0 42.6	4.0 41.9				.0112 .1386	338 3,204	66 55	964 979	5,739 95,619	.0091 .1511	1,416 2,247	1,416 2,268	.0126 .1521	100
STATE TOTAL.	9,631.3	7.8447	67.8	214.8	2,235.6	2.134.5	88.97	11.03	2,780,273	7.7226	145,450	47	756	4,933,277	7.7966	2,207	2,265	7.6941	9

For Pennsylvania City figures, see page 80

ONE OF AMERICA'S RICHEST MARKETS CAN BE REACHED BY Pittsburgh's WALL F

WCAE 46 % of audience, 6 P. M. to 11 P. M. 35%, 12 noon to 6 P. M.; 34%, 9 A. M. to 12 — a general average of 41%.

NBC Basic Red; Mutual Supplementary; 5000 Watts L. S.; 1220
National Reps:—INTERNATIONAL RADIO SALES—N. Y., Chicago, Los Angeles

An index to all county and city data, by states and sections, appears on page 5; an index to advertisers, on page 204.

ALBANY BUYING POWER GOES UP!

National Buying Power Index UP — from 128 in 1937 to 141 in 1938 Income per family UP — from \$2,216 in 1937 to \$2,494 in 1938 Retail sales UP — from 40th place in 1937 to 38th place in 1938

The explanation's simple: Albany's workers are 86.2% "white collar" . . . steadily employed, steadily paid. That's why advertisers look to Albany for results and get them in Albany's Only Evening Newspaper.

THE KNICKERBOCKER NEWS

A Gannett Newspaper

REPRESENTED BY J. P. McKINNEY & SON . NEW YORK . CHICAGO . SAN FRANCISCO

Middle Atlantic States—City Data

NEW YORK

					POPUL	TION				ES VOLU		IN- COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- lpal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollare Per Family
Albany. Albany-Troy-	Albany			127,412	60.11	1.01	98.1	34,065	88,114	1.61	117,906	79	93,493	139.3	84,958	.88	2,49
Schenectady		17	875,099	*******		* .7130		228,787	342,938	* .9526			*******		506,068	* .8000	
Amsterdam	Montgomery		61,513	34,817		.28	99.6	8,390	14,521	.26	7,751	45	9,416	106.9	18,978	.20	2,26
Auburn	Cayuga		65,000 52,000	36,652 17,375		.29	98.7	9,053	17,711	.32	7,084	57 50	0 000	118.7 112.5	23,248	.24	2,56
Batavia	Genessee		141,277	11,933		.14	99.7 97.2	4,272 2,655	9,015 3,993	.16	3,155	45	8,688	133.0	9,749 7,054	.10	2,28
		1	,														
Binghamton	Broome	19	200 040	76,662	52.15	.61	99.0	18,819	42,522	.78	25,513	80	66,881	132.7	50,002	.52	2,65
Binghamton	Felo		328,846	672 070	76 17	2680	07.6	86,668 139,860	129,813	* .3607 4.30	400 015	65	251 472	100 4	186,652	* .2950	
Buffalo	Erie		1,294,505	573,076	75.17	4.55 * 1.0542	97.5	321,331	235,362 455,118	* 1.2643	400,915	63	351,473	122.4	364,755 750.914	3.77 * 1.1866	2,60
Buffalo	Ontario		32,000	7,541	13.90	.06	99.4	2,034	3,330	.06	318	76		124.5	5,166	.05	2.54
Cohoes	Albany		62,000	23,226	10.96	.19	100.0	5,822	5,812	.11	1,976	.29		124.5	13,414	.14	2,30
Corning	Steuben		76,102			.13	99.4	4,069	7,204	.13	2,737	72	9.128	115.4	9,696	.10	2,38
		1									2,,,,,,		0,120				2,00
Cortland	Cortland		40,000	15.043		.12	99.8	4,179	9,455	.17		66		142.9	9,959	.10	2,38
Dunkirk	Chataugua		46,032	17,802		.14	99.7	4,430	6,594	.12	1,603	50	4,719	97.5	11,212	.12	2,53
Elmira	Gnemung			47,397	63.47	.38	98.2	12,274	23,794	.43	20,059	64	32,832	117.7	32,293	.33	2,63
Elmira	Process	20	168,499	10 000	44 04	° .1373	00.7	45,188	55,082	* .1529	*****				89,273	* .1411	*****
Endicott	Broome		27,372	16,231 10,016	11.04	.13	99.7 99.8	3,969 2,752	9,363 5,259	.17	290 278	97 126		194.4	10,006 8,834	.10	2,52
rioras Park				10,010	3.31	.00	99.0	2,152	5,239	.10	210	120	******	134.4	0,034	.09	3,21
Freeport	Nassau		145,327	15,467	5.10	.13	97.6	4,205	10,660	.20	960	92	127,013		12,989	.13	3,08
Fulton	Oswege			12,462		.10	99.9	3,233	5,280	.10	349	56		103.4	7,636	.08	2,36
Geneva	Ontario		45,000	16,053		.13	99.0	4,076	8,164	.15	3,755	75	5,568		11,731	.12	2,87
Glen Cove	Nassau		91,539	11,430 18,351	3.77 54.20	.09	92.6 99.7	2,531 5,025	8,681 13,183	.12	207 5,273	63 78	17,355	194.4 129.6	7,659 13,537	.08	3,02
		1															
Gloversville	Fulton		65,191	23,099	49.60	.19	99.2	6,717	12,564	.23	6,533		1112,238	156.7	16,114	.17	2,39
Hempstead	Nassau		145,327	12,650		.10	93.6	3,353	18,078	.33	3,991	153	1127,013	194.4	11,135	.12	3,3
Herkimer	Herkimer		35,000			.09	99.9	2,604	5,369	.10		38			5,526	.08	2,12
Hoosick Fails	Rensselaer		58,180	4,755		.03	99.5	1,278	1,231	.02	9 266	38		115 0	3,164	.03	2,47
Hernell	Steuben		38,100	18,250	19.66	.13	99.7	4,479	7,848	.14	2,355	64		115.6	11,404	.12	2,54
Hudson	Columbia		45,000	12,337	29.63	.10	95.5	3,035	7,394	.14	3,031	56	6,110		7,615	.08	2.5
Hudson Falls	Washington			6,449		.05	99.8	1,733	2,006	.04	639	51		129.6	3,279	.03	1,8
Ithaca	Tompkins		41,490	20,708		.16	96.7	5,853	16,262	.30	3,448	103	8,244		15,551	.16	2,6
Jamestown	Washington Tompkins Chautauqua Broome.		100,000	45,155		.36	99.3	12,342		.37	12,320	51	23,851	97.5	30,460	.31	2,4
Johnson City				13,567	9.23	.11	100.0	3,441	6,133	.11	2,269	91			8,971	.09	2,60
Johnstown	Fulton. Erio. Ulster. Erio. Harkimer.			10,801	23.20	.09	99.4	3,089	4,672	.09		59	112,238	156.7	6,484	.07	2.09
Kenmere,	Erio			16,482		.13	99.9	4,585	5,491	.10		166			11,559	.12	2,52
Kingston	Ulster		74,145			.22	97.7	7,488	14,054	.25	14,098		9,525	120.6	18,503	.19	2,47
Lackawanna	Erle			23,948		.20	89.9	4,357	4,731	.09	9,935				11,106	.11	2,54
Little Falls	Herkimer		30,000	11,105	17.35	.08	99.9	2,819	3,758	.07		48		90.8	5,813	.06	2,00
Lockport	Niagara		45,471	23,180	15.51	.19	99.1	5,975	11,095	.20	3,090	79	7,384	110.4	15,212	.16	2,5
Lynbrook	Nassau			11,993	3.96	.10	99.4	3,128	6,823	.12	271	119	127,013	194.4	9,450	.10	3,0
Malone	Franklin		30,000			.07	99.7	2,144	4,129	.08	2,385		4,566	102.3	5,789	.06	2,7
Mamaroneck,	Westchester		17,048		2.27	.09	96.1	2,801	6,055	.11	1,539		3,325	168.9	9,103	.09	3.2
Massena	Franklin. Westchester. St. Lawrence			10,637	11.69	.09	99.0	2,385	3,350	.06	791	49		88.5	8,072	.06	2,5
Middletown	Orange		103,190	21,276	16,31	.17	97.7	5,170	11,374	.21	7,956	60	9,072	134.4	14,311	.15	2.7
Mount Vernon	Westchester		80,595			.49	94.0	15.327	31.729	.58	20,224	84	11,198		52,878	.55	3.4
Newark	Wayne			7,649	15.30	.06	99.6	1,844	3,130	.06	894	56		119.1	3,699	.04	2.0
Newburgh	Orange		100,000		23.98	.25	97.1	8,316	18,487	.34	16,023	53	15,343	132.9	23,734	.25	2.8
New Rochelle	Westchester		66,237	54,000	10.37	.43	91.3	12,507		.05	7,615	82		168.9	40,510	.42	3,2
New York City	Five Counties			6,930,446		55.05	95.1	1.722 954	3,280,439	59.76	11207811	98	5,288,039	123.2	6.218,629	64.26	3,6
New York City	Tive Countries,	23	12090459		1	* 9.8476			5,177,324				3,200,030	123.2	9,662,028		
Niagara Falls	Niagara		135,976			.60	98.6	17,591		.53	11,209	77	21,919	110.4	44,787	.46	2,5
North Tonawanda	Niagara		57,000	19,019	12.74	.15	99.9	4,342	5,142	.09	6.684	62			10,851	.11	2,4
Norwich	Chenango		48,000	8,378	24.23	.07	98.9	2,390	4,963	.09	3,707	76		124.8	4,751	.05	1,9
*% of U. S. A.		1							R .			III.					1



... 1,000,000 more people every week

in New York this summer . . . the most prosperous millions in the whole country . . . come here to spend as well as see! . . . Their visit will step up business here, make New York City the Number One sales opportunity in the world this summer . . . well worth EXTRA advertising effort from anybody doing business here . . .

Extra effort where? . . . Well, consider, that some 4,000,000 families elsewhere read Hearst newspapers . . . that Hearst features are used in newspapers in some 400 other cities . . . so the familiar newspaper, with the accustomed content and flavor, will get the breaks, the plus circulation and extra readership . . . and will give PLUS value to the advertiser! . . . And at no added cost, and very low cost . . . \$1.00 for 600,000 circulation daily, \$1.25 for 1,000,000 Sunday, the lowest standard-size milline in New York! . . .

Remember, too, that the Journal-American ANY day in the year represents a better market than all the Fair visitors in New York this summer . . . EVERY YEAR! Investigate—NOW!

NEW YORK Journal-American

Represented nationally by: HEARST INTERNATIONAL ADVERTISING SERVICE, Rodney E. Boone, Gen. Mgr. New York • Chicago • Detroit • Philadelphia • Pittsburgh • Boston • Rochester • Baltimore • Atlanta • San Francisco • Los Angeles • Seattle April. 10, 1939

Ochester is now 22nd in Retail G. Buying Power 7-

Rochester business will be still better in 1939. Will YOUR Rochester sales be up? They should be! Plan a real campaign for this BETTER market, NOW!

* Authority: Sales Management's Copyrighted Survey of Buying Power.

NEWYORK-(Continued)

					POPUL	ATION				ES VOLU s-000 or		COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		TIVE BU NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollars Per Family
Ogdensburg	St. Lawrence		63,000	16,915	18.60	.14	99.4	3,539	6,281	.11	4,522	40	5,104	88.5	9,226	.10	2,60
Olean Oneida Oneonta Ossining Oswege	Cattaraugus Madison Otsego Westchester Oswego		132,350 30,000 50,000 21,123 75,000	21,790 10,558 12,536 15,241 22,652	26.52 26.84 2.93	.17 .09 .10 .12	98.6 99.3 99.4 92.6 99.8	5,517 2,962 3,568 3,285 5,541	11,411 3,865 8,178 6,248 8,489	.21 .07 .15 .11	6,162 1,032 7,851 1,787 2,589	60 59 78 43 39	11,238 3,229	135.3	13,191 6,398 7,900 10,732 11,775	.14 .07 .08 .11	2,39 2,16 2,21 3,26 2,12
Peekskili Plattsburg Port Chester Port Jervis Poughkeepsie	Westchester Clinton Westchester Orange Dutchess		31,200 46,687 51,251 19,950 130,000		4.35 7.86	.13 .11 .18 .09 .32	.96.5 99.8 96.0 99.0 97.2	3,868 3,102 5,197 2,823 10,579	10,077 6,779 13,322 5,180 24,704	.18 .12 .25 .09 .45	2,872 3,932 3,064 2,020 16,237	68 51 66 52 75	5,526 3,618 7,151 2,458 17,808	168.9 130.2	11,012 6,868 16,028 8,096 28,891	.11 .07 .17 .08	2,84 2,21 3,08 2,86 2,73
Rensselaer Rochester Rochester Rockville Centre Rome Saranac Lake	Rensselaer Monroe Nassau Oneida Essex	26	694,026 71,812 15,000	13,718	77.42 4.53 16.27	.09 2.61 • .5652 .11 .26 .06	99.7 99.2 95.5 98.9 99.1	3,036 82,033 179,895 3,500 6,734 1,892	3,179 151,503 252,173 11,158 11,641 1,252	.06 2.77 * .7004 .20 .21 .02	6,994 160,903 379 3,143 1,664	152 41	172,811	139.6 194.4 110.2 101.8	7,796 234,614 398,217 10,591 17,145 4,662	* .6294 .11	2,56 2,85 3,02 2,54 2,48
Saratoga Springs	Saratoga Schenectady		52,978 133,334			.10 .76	96.5 99.3	3,679 24,228	9,768 42,074	.18 .77	3,293 20,090	65 77	9,624 48,203		9,639 70,140	.10 .72	2,82 2,89
Albany-Troy- Schenectady Seneca Falls Syracuse	Seneca. Onondaga.	17	875,099 563,974	7,166 209,326 12,681	71.78	1.66	99.7 98.9	228,787 1,717 53,034 147,029 3,245		1.69	580 120,581		175,666	114.4 121.7	506,068 3,372 130,464 332,318 8,382	.03 1.35 • .5253	1,96

SYRACUSE MOVES UP!

37th in the U. S., in RETAIL SALES in 1938

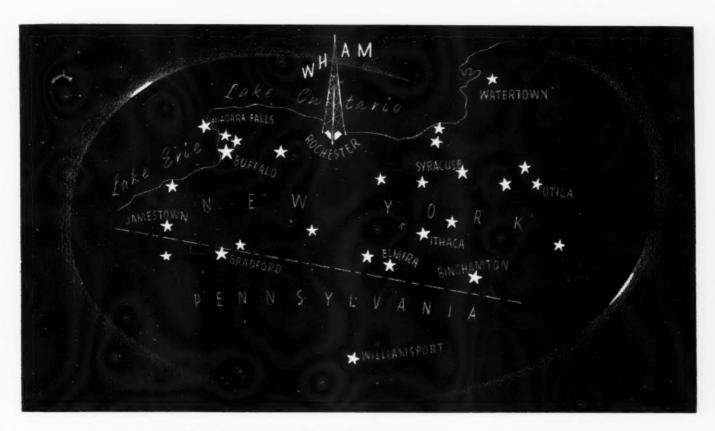
39th in the U. S., in RETAIL SALES in 1937

. . . and, THE POST-STANDARD moves up to a still stronger position as the ONE BIG OUTSTANDING sales influence in a market that produced nearly \$204,000,000 in retail sales in 1938.

SCHEDULE the newspaper that is accepted and respected for reliability by readers and for productiveness by advertisers!

ABC DAILY 60,590 SUNDAY 67,531

KELLY-SMITH CO. Representatives



THE WAY TO COVER ROCHESTER...

AND THE RICH WESTERN NEW YORK TRADING AREA..

WHAM

CLEAR CHANNEL . 50,000 WATTS . FULL TIME

In the wealthy Western New York area, incomes and purchases per capita are well above the U. S. average, as revealed in Sales Management's survey. Only one radio station blankets this profitable territory...50,000-watt WHAM.

An independent survey, just completed, shows that WHAM delivers more of these responsive high-buying-power listeners than are attainable through any other station.

ROCHESTER'S RICH TRADING AREA LISTENS TO WHAM by 4 to 1

A survey just completed by a Rochester advertising agency shows that, even omitting Rochester itself, WHAM's listeners in the trading area outnumber the listeners of any other radio station by 4 to 1.

Rochester's (Monroe County) effective buying income (Sales Management Survey) is \$242,137,000; 11 adjoining counties, comprising only one-third of WHAM's primary coverage, have \$248,404,000.

You cover the area with WHAM alone; you cannot cover it without WHAM.



ROCHESTER, N. Y. . STROMBERG-CARLSON TELEPHONE MFG. CO. . National Representative...GEO. P. HOLLINGSBERRY CO.

RETAIL SALES ARE UP IN UTICA!

In 1938 Retail Sales rose in Utica to 71st place from 74th place in 1937. Income tax returns show a decided increase. Per family income is far above the national average. The buying power index rose to 114 in 1938.

Increased employment and increased incomes have brought increased buying power to the Utica market of 300,000 eager, active shoppers.

Utica Daily Press

OBSERVER-DISPATCH

Morning Gannett Newspapers Evening and Sunday
Represented by J. P. McKINNEY & SON — New York, Chicago, San Francisco

NEW YORK—(Continued)

					POPUL	ATION				ES VOLU 000 or		IN- COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	White	Fami- lies	Retail 1938	% State	Whole- sale 1938	TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollar Per Family
Troy. Albany-Troy- Schenectady Utica. Utica. Valley Stream. Watertown. Watervliet	Rensselaer Onelda Nassau Jefferson Albany	17 18	875,099 266,698 243,675	72,763 101,740 11,790 32,205 16,083	51.12 3.89 38.54	.58 * .7130 .81 * .2172 .09 .26 * .1983 .13	99.5 99.9 99.6	18,952 228,787 24,858 65,940 3,141 8,471 61,393 4,039	342,938 47,052 92,953 4,122 16,717 78,627	.62 * .9526 .86 * .2582 .08 .31 * .2184	18,741 45,238 1,896 12,150	57 87 69	32,769 54,872 34,014	111.6	48,915 508,068 64,755 151,499 9,322 18,492 140,436 9,669	.51 • .8000 .67 • .2394 .10 .19 • .2219 .10	2,60 2,96 2,18
VaverlyVhite Plains Onkers % of U. S. A.	Tioga		80,319 148,619	5,662 35,830 134,646	6.88	.04 .28 1.07	99.5 93.8 97.5	1,659 8,395 32,514	34,635	.04 .63 .83	187 5,057 28,440	52 125 62	8,579 26,081	120.7 168.9 168.9	3,252 27,284 98,485	.03 .28 1.02	1,9 3,2 3,0

For New York County figures, see page 64

NEW JERSEY

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Asbury Park	Monmouth			14,981 66,198 88,979 26,974 38,077	10.18 53.03 12.88 3.23 4.57	.37 1.64 2.20 .67 .94	76.2 76.3 97.4 96.2 97.7	3,938 16,851 18,419 6,359 9,919	13,580 40,481 18,672 5,191 12,001	1.02 3.05 1.41 .39 .90	5,100 15,602 17,307 660 672	137 69 43 68 103	13,145 33,468 12,535	149.4 101.8 122.2 122.2 122.2	11,558 46,425 42,069 18,428 29,955	.45 1.82 1.65 .72 1.17	2,935 2,755 2,284 2,898 3,020
Bridgeton	Cumberland		10,844 444,571	15,699 10,844 118,700 13,339 15,267	22.46 11.60 47.05 6.28 4.18	.39 .27 2.94 .33 .38	90.2 87.0 90.4 96.9 99.9	4,362 2,571 27,833 2,553 3,873	7,022 3,648 41,724 2,115 4,050	.53 .27 3.14 .16 .31	5,540 649 21,070 9,725	37 42 30 38 33	65,833	99.9 91.7 122.2 122.2	9,819 5,605 70,584 5,668 9,683	.39 .22 2.77 .22 .38	2,251 2,180 2,536 2,220 2,500
Clifton Collingsweed Dover East Orange Elizabeth	Passaic			46,875 12,723 10,031 68,020 114,589	15.52 5.05 9.09 8.16 37.54	1.16 .31 .25 1.68 2.83	99.7 99.9 98.8 92.8 95.7	11,331 3,430 2,538 19,046 26,709	9,740 3,833 5,411 25,023 46,778	.73 .29 .41 1.88 3.52	960 3,465 3,864 24,007	55 104 102 144 69	28,789	122.2 122.2 122.2 122.2	29,812 8,338 6,436 68,566 77,723	1.17 .33 .25 2.69 3.05	2,631 2,431 2,536 3,600 2, 9 10
Englewood	Bergen			17,805 29,739 13,796 24,568 15,601	4.88 8.15 5.47 6.73 2.26	.44 .74 .34 .61	85.7 99.2 99.9 89.6 99.3	4,327 6,672 3,292 5,968 3,387	8,635 4,115 2,801 18,480 3,810	.65 .31 .21 1.39 .29	345 1,112 1,753 6,480 4,190	123 23 42 87 32	25,484	122.2 122.2 122.2 122.2	13,890 14,518 8,497 17,409 7,624	.54 .57 .33 .68	3,210 2,176 2,581 2,917 2,251
Hawthorne Hoboken Irvington Jersey City Kearny	Passaic Hudson Essex Hudson Hudson		631,727	11,868 59,261 56,733 316,715 40,716	3.93 8.58 6.81 45.85 5.90	.30 1.47 1.40 7.84 1.01	99.9 99.1 99.7 95.9 99.4	3,166 13,583 15,100 76,273 9,702	2,514 18,411 15,636 81,663 7,620	.19 1.39 1.18 6.15 .57	13,484 5,507 83,296 2,632	73 47 72 61 24	36,725 38,912	122.2	8,304 37,122 47,233 208,454 21,538	.33 1.46 1.85 8.17 .84	2,623 2,733 3,128 2,733 2,220
Linden	Union. Bergen. Monmouth. Cumberland. Essex.		69,885	21,206 11,549 18,399 14,705 42,017	6.95 3.17 12.50 21.04 5.04	.52 .29 .46 .36 1.04	95.7 98.8 91.1 99.0 84.7	4,699 2,411 4,746 3,885 10,025	4,606 1,534 6,090 4,002 19,850	.35 .12 .46 .30 1.49	746 4,875 743 608	39 14 42 26 176		122.2 122.2 149.4 99.9 122.2	12,325 5,786 11,950 8,054 36,240	.48 .23 .47 .32 1.42	2,623 2,400 2,518 2,073 3,615
Morristown Newark Newark New Brunswick Nutley	Morris	23A	22,480 2,819,211 117,805 161,549	15,197 442,337 34,555 20,572 35,399		.38 10.95 * 2.2962 .85 .51 .88	90.9 91.0 93.9 97.7 85.7	3,731 105,098 680,578 8,373 4,839 8,518	11,354 222,948 939,505 18,255 4,100 14,222	.86 16.79 * 2.6097 1.37 .31 1.07	2,316 305,438 12,984 2,790	124 55 74 88 75	289,031	122.2 122.2 122.2 122.2 122.2	13.085 320,759 1,862,590 21,644 13,404 27,351	.51 12.58 2.9436 .85 .53 1.07	3,507 3,052 2,585 2,770 3,211
Passaic	Passaic		244,874 360,150 168,474 176,697	62,959 138,513 43,516 19,255 34,422	20.50 39.03	1.56 3.43 1.08 .48 .85	97.0 97.8 97.7 99.8 89.3	14,820 35,503 9,590 4,685 8,487	29,022 58,719 18,220 3,450 22,436	2.19 4.42 1.37 .26 1.70	18,864 35,232 11,843 1,880 3,195	61 51 43 42 119	29,643 41,531 17,687	122.2 122.2	36,620 85,207 22,287 11,244 24,273	1.44 3.34 .87 .44 .95	2,471 2,400 2,324 2,400 2,860



Industrial development in Troy and vicinity during 1938 created hundreds and hundreds more jobs. New concerns, manufacturing products new to this area—wooden heels, slippers, women's coats—recognized the advantages here, moved in.

Latest arrival is the Bakal Shirt Co., now busily equipping its new 6-story plant, which will furnish a thousand more jobs for Troy! Larger payrolls mean greater retail sales in the Troy A.B.C. City Zone. (1930 population: 119,324.)

"Get in" on increasing sales opportunities in this territory—schedule The Record Newspapers, the city's sole dailies. Blanket coverage through a single medium at only 12c per line makes Troy New York State's lowest cost major market.



THE RECORD NEWSPAPERS

MORNING and EVENING



J. A. VIGER ADVERTISING MANAGER

NEW JERSEY—(Continued)

				-	POPUL	ATION				S VOL		COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING	IN	COME	IYING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipai	% County	% State	White	Fami- lles	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollars Per Family
Pleasantville Rahway Red Bank Ridgefield Park Ridgewood	Atlantic			11,580 16,011 11,622 10,764 12,188	5.25 7.90 2.95	.29 .40 .29 .27	82.7 94.5 86.1 99.7 96.7	3,045 4,053 2,951 2,848 3,180	3,830 5,084 7,222 2,718 4,250	.29 .38 .54 .20	935 84 930 1,632	42 86 122 104 198		122.2 149.4 122.2 122.2	7,643 11,267 8,189 8,145 9,394	.30 .44 .32 .32 .37	2,510 2,780 2,775 2,880 2,954
Roselle	Union Bergen. Essex. Middlesex. Union.			13,021 14,915 13,630 10,759 14,556	1.64 5.07	.32 .37 .34 .27 .36	88.1 97.9 95.0 98.2 91.3	3,173 4,009 3,176 2,261 3,346	2,175 5,022 5,258 3,800 7,401	.16 .38 .40 .29 .58	323 830	87 157 193 33 147		122.2 122.2 122.2 122.2 122.2	8,919 11,125 10,544 5,426 9,854	.35 .44 .41 .21 .39	2,811 2,775 3,320 2,400 2,945
Tranton Union City Vineland Westfield West New York	Mercer Hudson Cumberland Union Hudson		239,519 659,237 28,991	123,356 58,659 7,556 15,801 37,107	8.49	3.05 1.45 .19 .40 .92	93.4 99.9 95.7 93.5 99.5	27,130 16,113 1,912 3,930 9,687	53,372 26,404 7,015 7,090 12,455	4.02 1.99 .53 .53 .94	36,826 3,683 2,285	60 56 84 172 50	57,235 28,017 7,201	122.2	76,235 38,961 4,243 10,061 21,495	2.99 1.53 .17 .39 .84	2,210 2,418 2,210 2,560 2,210
West Orange	Essex			24,327	2.92	.60	98.9	5,820	4,780	.36	171	99		122.2	16,354	.84	2,810

PENNSYLVANIA

				1	POPUL	TION				ES VOLU 000 or		COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		TIVE BU	JYIN
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Do P Far
ilquippa	Beaver		35,000 192,259	27,116 92,563		.28	90.5	5,271 22,815	7,765	.28	739	59		75.8	11,891	.24	2
Itoona	Lehigh			82,054		.85	99.2	19,987	38,867 28,259	1.02	33,051 17,173	59 52	60,435 28,755	97.5 88.8	49,121 40,314	1.00	2 2
Altoonambridge		34	177,149 33,000	20,227	13.57	* .1443 .21	98.7	41,928 4,091	44,576 6,508	* .1238 .23	996	61	3,920		72,473 8,869	* .1146 .18	2
rnold	Beaver			10,575		.11	99.7	2,274	1,077	.04		32	3,520		4,737	.10	2
eaver Falls	Beaver		74,500	17,147		.18	95.5	4,145	8,308	.30	3,393	76			9,144	.19	2
ollevue	Allegheny		42,000	10,252 12,660	25.95	.10	97.9 99.8	2,713 3,034	2,610 3,492	.09	229	219 25		85.6	7,160 4,496	.15	1
thlehem	Lehigh		115,340 75,000	57,892 9,093		.60	98.0	13,547 2,462	17,037 3,660	.61	1,113	48	19,248		28,462 3,361	.58	1
addock			56,000	19,329		.20	88.3	4,081	7,531					00.0			2
adford	McKeanBucks		54,000	19,306	35.00	.20	99.4	5,009	10,962	.27	6,633 8,032	50 111	7,804	140.9	10,154 11,786	.21	2
stoltler	Bucks		12,500 90,000	11,799 23,568		.12	96.7 99.3	2,564 5,743	3,283 12,533	.12	7,860	48 78		97.2	5,084 11,193	.10	1
nonsburg	Butler		36,095	12,558		.13	94.9	2,688	4,365	.16	550	66			5,588	.11	2
rbondale	Lackawanna		40,000	20,061	6.46	.21	100.0	4,621	6,954	.25	994	52			9,787	.20	2
rlisle rnegie	Cumberland		26,477	12,596 12,497	18.46	.13	93.0 96.0	3,556 2,760	5,624 4,334	.20	590 683	55 111	4,546	96.3	5,405 7,052	.11	1 2
ambersburg	Lackawanna. Cumberland. Allegheny. Franklin. Washington.		55,000	13,788	21.21	.14	95.7	3,754	7,022	. 25	4,482	49	7,318	90.5	5,571	.11	1
arleroi			11,260	11,260		.12	98.4	2,709	5,188	.19	4,634	80	******		5,545	.11	1
esterirton	Allegheny		158,543	59,164 15,291	21.11	.61	84.3	13,537 3,195	19,090 2,586	.69	7,104 351	52 31	24,630		32,773 7,297	.06	1 3
stesville	Chester		35,000	14,582	11.52	.15	84.7	3,417	6,087	.22	4,899	56			7,357	.15	1 3
umbiannellsville	Delaware		25,000 90,000	11,349 13,290	5.76 6.69	.12	96.4 96.8	2,763 3,190	2,819 6,891	.10	286 989	36 62	7,287	*******	5,813 6,549	.12	
nshohocken	Montgomery			10.815	4.07	.11	97.1	2,324	2,344	.08	125	67			5.468	.11	1
aopoliskson City	Allegheny			10,724	.78	-11	91.8	2,466	3,399	.12	402	94			6,550	.13	
nora	Montgomery Allegheny. Lackawanna Washington Allegheny.		60,000	12,395 13,905	3.99 6.79	.13	100.0 92.4	2,345 2,893	1,366 3,758	.05	346	23 61			4,887 6,072	.10	1 :
rmont			N I	13,190	.96	-14	99.9	3,657	4,421	.16	172				9,099	.18	1
Bols	Clearfield		54,000	11,595		.12	99.9	2,789	5,855	.21	5,267	56			5,068	.10	1
nmorequesne	Allegheny			22,627	7.29	.23	100.0	4,665 4,473	3,034 3,164	.11	89 218	37 42			9,880 11,129	.20	
wood City	Northampton Beaver-Lawrence.		175,309 12,323	34,468 12,323		.36	98.5 98.9	8,929 2,728	19,257 4,666	.69	8,444 559	94 80	33,286		21,930 6,146	.44	
			12,020														
e. rie	Erie	28	284,890	115,967	******	* .2320	98.9	28,197 72,273	41,541 86,704	* .2408	21,971	57	74,508	101.6	56,930 134,101	1.15 • .2119	
reil	Venanno		80,000	14,359 10,254		.15	88.8 97.1	2,937 2,740	2,838 5,363	.10	826 784	37 82		122.9	5,918 6,264	.12	1
sensburg	westmoreland		244,917	16,508	5.60	.17	97.8	3,957	11,310	.41	7,140	97	10,564		8,124	.16	1 1
nover	York	1 1	101,354	11,805	7.07	.12	100.0	3,144	5,900	.21		52	17,265	95.7	7,505	.15	1
rrisburg	Dauphin	35 1	778,774	80,339	48.62	· .84 · .8343	92.0	21,620 191,305	42,066 199,291	1.51 • .5535	50,595	81	109,195	116.4	48,018 338,650	.97 * .5352	
zieton mestead	Luzerne		100,000	36,765	8.26	.38	100.0	7,889	14,095	.51	11,086	85		76.7	17,890	.36	1 2
lana	Allegheny Indiana Westmoreland	******	92,000	20,141 9,569	1.47	.10	82.1 99.6	4,346 2,484	7,296 4,352	.26	1,193	51 75		67.1	10,813 4,340	.22	1
nnette			40,000	15,126	5.13	.16	98.1	3,472	4,943	.18	2,361	48			7,246	.15	1
ohnetown	Cambria			66,993	32.98	.69	97.3	15,042	21,576	.78	15,249	42	47,985	61.3	27,858	.56	1
gston	Luzerne		283,910	21,600	4.85	.2312 .22	99.9	59,202 5,149	55,215 6,098	* .1534 .22	4,529	74			93,793 12,116	* .1482 .25	1
robe	Westmoreland		242,843 50,000	59,949 10,644		.62	97.8 99.6	15,407 2,466	27,681 3,855	1.01	19,075	76 67	53,046	108.6	33,587 5,144	.68	1
апоп	Lebanon	*****	75,000	25,561	38.09	.27	99.6	6,480	10,745	.39	5,526	53	*******	87.5	12,092	.25	
visburg	Union			3,308	18.94	.03	99.4	1,018	1,266	.04	972	102		83.9	2,087	.04	1
vistownk Haven	Mifflin		50,000 32,319	13,357 9,668	33.11 29.91	.14	99.3 99.5	3,416 2,486	7,244 3,304	.26	2,764	55 54	9,113	71.0 80.9	6,094 3,505	.12	1
Keesport, Kees Rocks,	Allegheny		156,171	54,632	3.97	.57	96.2	12,485	21,074	.76	11,791	73	22,746		31,013	.63	1 3
			******	18,116	1.32	.19	97.3	3,845	3,888	.14	1,130	74		******	9,436	.19	1
hanoy City	Schuylkili		40,000	14,784 16,698	6.28	.16	100.0 97.1	3,154 4,503	3,935	.14	1,802 2,285	34 100	9,497	101.9	5,914 9,371	.12	
tonnessen	Northumberland Westmoreland		38,000 62,000	8,552	6.57	.09	98.8	2,315	2,212	.08	1.244	41		83.9	4,250	.09	1 1
unt Carmel	Northumberland	******	56,459	20,268 17,967	6.87	.21	93.8 100.0	4,217 3,760	4,696 3,902	.17	1,466 1,187	68 40		*******	8,712 6,960	.18	1
nhall	Allegheny			12,995	.95	.14	99.4	2,963	1,449	.05	1 475	58			7,473	.15	1
nticoke	Luzerne		97,258	26,043 48,674	5.85	.28	99.9	5,378	6,734 17,060	.24	1,253	34	17 200	91.0	12,117 26,546	.25	
w Kensington	westmoreland		85,000	16,762	5.68	.17	95.9	11,715 3,670	9,838	.35	1,081	34 56 84 74	17,299		7,597	.15	1 3
ristown	Montgomery		80,000	35,853	13.49	.37	94.0	7,607	13,046	.47	4,006	74	12,338		20,204	-41	1
th Braddock	Allegheny Venango		106,208	16,782 22,075	1.28	.17	97.1 99.0	3,603 5,571	752 9,214	.03	321 15,076	31 80		122.9	7,754 13,109	.16	1
Forge	Lackawanna			12,661	4.08	.13	100.0	2,372	1,718	.08		16		144.0	5,634	.11	1 2
phantadelphia	Lackawanna Philadelphia			10,473	3.46	20.25	99.9 88.6	2,097 458,627	733,035	26.37	269 1,481,522	54 60	1,290,676	109.0	5,144 1,190,528	24.13	1
hiladelphia	***************		4,563,148			3.7167		1,085,778	,490,222	* 4.1393					2,562,491	• 4.0499	
enixville	Chester		31,673	12,029	9.50	.13	97.7	2,759	3,397	.12	333	51			6,028	.12	1 3
sburgh ittsburgh	Allegheny	30	3,233,190	669,817	48.74	6.95 2.6333	91.7	155,079 730,128	297,959 856,937	10.72 * 2.3805	773,820	86	575,408	92.6	398,863 1,630,353	8.09 * 2.5766	1
mouth	Luzerne		63,000	18,246 16,543	4.10	.19	100.0	3,679 3,556	7,371	.27	5,169	50			8,160	.17	2
tstown	Montgomery		42,000	19,430	7.31	.17	97.6	3,556 4,925	3,417 9,487	.12	159 2,688	30 57	14,145	147.0	7,720 12,421	.16	2
taville	Schuylkill		160,885	24,300	10.32	.25	98.1	6,012	12,991	.47	8,259	66	13,386	70.0	11,140	.23	1
axsutawney	Jefferson Berks.		105,000	9,266	17.75 47.98	1.16	99.9	2,306	3,186	.11	2,214	45		74.4	4,031	.08	1
ding					91.30	1.10	98.2	27,659	54,607	1.96	34,527	63	85,986	106.0	61,846	1.25	2
ding re anton	Bradford Lackawanna			7,902 143,433	16.11 46.20	1.49	100.0	1,998	1,920 61,482	2.21	401 53,408	60 80	93,044	120.7 88.6	74,711	1.51	1



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PENNSYLVANIA—(Continued)

					POPUL	ATION				ES VOLI 6—000 or		COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		COME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	White	Fami- lies	Retali 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollars Per Family
Shamokin Sharon Shenandoah Steelton Stroudsburg	Northumberland Mercer Schuylkill Dauphin Monroe		55,000 105,000 60,000 28,286	20,274 25,908 21,782 13,291 5,961	15.78 26.10 9.25 8.04 21.07	.21 .27 .22 .14	99.8 98.0 99.9 80.5	4,784 6,219 4,438 2,974 1,669	7,362 9,211 6,255 1,967 3,541	.26 .33 .23 .07	2,261 15,946 4,044	55 80 25 26 75	13,818	74.8 97.2 70.0	8,693 12,544 8,348 6,448 3,683	.18 .25 .17 .13	1,817 2,017 1,881 2,168 2,207
Sunbury Swissvale Tamaqua. Tayler Turtie Creek	Northumberland Allegheny. Schuylkill Lackawanna Allegheny.		50,000	15,626 16,029 12,936 10,428 10,690	12.16 1.17 5.49 3.36 .78	.18 .17 .13 .11	99.9 96.7 100.0 100.0 99.8	4,215 3,746 3,029 2,059 2,475	5,809 2,058 4,281 963 2,986	.21 .07 .15 .04	3,612 3,879 362	56 116 53 16 92	13,224	74.9	7,536 9,949 5,776 3,910 6,489	.15 .20 .12 .08 .13	1,788 2,656 1,907 1,899 2,622
Uniontown Vandergrift Warren Washington Waynesbere	Fayette Westmoreland Warren Washington Franklin		168,793 47,000 40,079 246,260 30,000	19,544 11,479 14,863 24,545 10,167	35.42	.20 .12 .15 .25	94.3 98.5 100.0 91.7 98.5	4,776 2,583 4,083 6,078 2,662	14,220 3,521 7,921 13,709 4,345	.51 .13 .28 .49 .16	9,686 788 6,484 4,741 378	77 58 75 82 60	17,283	114.1	9,471 5,205 7,194 12,478 3,865	.19 .11 .15 .25 .08	1,983 2,015 1,762 2,053 1,452
West Chester Wilkes-Barre Wilkes-Barre Wilkinsburg Williamsport Williamsport York *% of U. S. A.	Chester	25	45,389 493,912 133,239 167,144	88,626 29,639 45,729	19.46 2.16 48.95	.13 .90 * .4023 .31 .47 * .1088	98.1 97.9	3,195 18,718 104,344 7,601 11,771 33,564 14,460	7,052 41,422 115,940 9,030 18,570 33,675 28,078	.25 1.49 • .3220 .32 .67 • .0935 1.01	1,119 39,072 1,170 10,085	144 57	9,781 55,178 23,338		6,777 42,883 215,506 20,317 24,648 59,715 34,024	.14 .87 • .3406 .41 .50 • .0944	2,673 2,094

For Pennsylvania County figures, see page 72

South Atlantic States—County Data

DELAWARE

COUNTY		Pi (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST	3	AUT	O SAL 1938	.ES,		CTIVE B			SAL MAN/ ME MAR CONT	AGE- NT KET
	Total 1930	% of U. S. A.	96	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (In thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	
Kent	31.9 161.0 45.5		20.5 71.1 4.3			7.0 33.7 10.7	92.32	7.68	62,111	.1725	873 3,407 1,182	60 51 58	812 869 984	16,772 99,134 24,099	.1567	1,940 2,606 1,943		.0328 .1688 .0445	129
STATE TOTAL.	238.4	.1942	51.7	121.3	59.1	51.4	77.80	22.20	83,853	.2329	5,462	53	885	140,005	.2213	2,369	2,558	.2461	127

For Delaware City Figures, see page 98

MARYLAND

Allegany40 Anne Arundel 39 Baltimore39 Calvert39 Caroline39	79.1 55.2 929.4 9.5 17.4	.0844 59.1 178. .0450 22.7 129. .7570 86.6 10188. .0077 43. .0141 54.	5 11.6 3 221.2 7 2.1	185.8 97.09 2.91 1.2 24.23 75.77	24,163 .06 11,112 .03 348,869 .96 1,316 .00 4,057 .01	9 1,258 10 14,694 17 124	39 68 56 52 55	618 943 678 746 866	38,312 25,656 584,910 3,853 8,193	.0405 .9244 .0061		.0568 .0456 .8858 .0054 .0126	88 101 117 470 89
Carrell	36.0 25.8 16.2	.0293 12.4 80. .0210 12.9 68. .0132 34.		5.3 54.33 45.67	7,269 .02 5,139 .01 2,363 .00	373	60 53 56	1,283 849 811	16,945 11,652 4,478		2,007 2,054 1,965 2,081 1,346 1,760	.0262 .0174 .0088	89 83 67

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National Index — 100

Maryland Index - 107

BALTIMORE INDEX—117

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MARYLAND—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		ECTIVE I			SAL MAN/ ME MAR CONT	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami-	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Dorchester	28.8 54.4	.0218	31.8 33.2	46.6 82.1	6.5 12.8	4.7 11.8		35.82 48.67	4,744 13,630	.0132	352 719	61 60	634 824	10,081 23,362	.0159	1,540 1,818	1,836 1,907	.0158	
Sarrett 40 Harford 39 Howard 39 Kent 39 Wontgomery 42	19.9 31.6 16.2 14.2 49.2	.0162 .0257 .0132 .0116 .0401	12.6 19.7 11.0	29.1 71.5 64.7 50.5 94.4	4.2 7.3 3.6 3.7 11.8	4.2 6.4 2.9 2.6 10.2	36.74 40.94 38.39	59.06 61.81	2,628 6,300 2,524 3,114 14,445	.0073 .0175 .0070 .0086 .0401	180 645 295 230 2,205	48 60 58 57 63	631 953 991 779 1,432	5,049 15,303 6,213 6,179 34,996	.0080 .0242 .0098 .0098 .0553	1,204 2,093 1,719 1,684 2,968	1,205 2,255 1,916 2,009 3,219	.0082 .0251 .0107 .0101 .0700	98 81 87
rince Georges 42 Jusen Annes 39 It. Marys	60.1 14.6 15.2 23.4 18.6	.0490 .0119 .0124 .0191 .0151	19.3 16.4 22.0	124.7 39.9 40.9 70.6 69.3	13.6 3.6 3.0 5.8 4.9	10.9 2.6 2.0 3.9 3.4	31.28 24.77 56.39	68.72 75.23 43.61	12,427 2,566 1,754 2,609 4,786	.0345 .0071 .0049 .0072 .0133	238	60 66 84 55 69	1,061 638 721 459 805	38,302 4,290 3,222 6,720 8,731	.0574 .0068 .0051 .0106 .0138	2,668 1,201 1,070 1,160 1,785	3,011 1,429 1,329 1,416 2,155	.0565 .0077 .0062 .0100 .0159	65 50 52
Vashington41 Vicomico39 Vorcester39	65.9 31.2 21.6	.0537 .0254 .0176	46.8 35.2 12.0	84.2	15.9 8.0 5.4	15.3 6.5 4.0		39.68	18,677 7,930 5,117	.0519 .0220 .0142	608	50 58 61	795 778 724	30,076 15,348 10,106	.0475 .0243 .0160	1,898 1,932 1,856	1,935 2,160 2,178	.0260	102
STATE TOTAL.	1,631.5	1.3288	59.8	164.1	385.2	323.7	81.37	18.63	507,539	1.4098	27,290	57	758	909,977	1.4381	2,362	2,598	1.4223	107

For Maryland City figures, see page 100

DISTRICT OF COLUMBIA

Washington, D.C.42	486.9	.3966	100.0	7,852.7	125.6	95.3	99.67	.33		371,155	1.0309	17,289	60	1,180	473,005	.7475	3,767	4,361	.8925	225
							V I	R	G	IN	I A									
Accomac	35.9 42.2 27.0 9.0 19.0	.0292 .0344 .0220 .0073 .0154	38.1 49.4	71.4 58.2 59.0 24.2 40.5	9.0 9.4 5.5 1.9 3.7	6.1 7.0 4.8 .9 2.5	24.54 44.93 88.46 9.58 13.55	55.07 13.54 90.42		4,749 11,575 7,787 593 1,349	.0132 .0322 .0216 .0016 .0038	333 699 346 62 94	54 69 64 61 55	511 722 709 493 489	12,807 19,455 12,644 1,620 3,922	.0202 .0307 .0200 .0026 .0062	1,428 2,074 2,290 867 1,067	1,740 2,413 2,468 1,211 1,300	.0169 .0331 .0198 .0025	58 96 90 34 32
Appornattox 109 Arlington 42 Augusta 111 Bath 31 Bedford 109	8.4 50.8 50.2 8.1 29.1	.0068 .0414 .0409 .0066 .0237	47.5 36.3	14.9	1.7 12.4 10.6 1.6 6.1	1.3 10.2 9.4 1.4 4.7		1.39 40.46 48.44		1,098 23,020 11,560 1,019 2,877	.0030 .0839 .0321 .0028 .0080	84 1,898 864 81 192	62 59 65 68 61	848 1,607 842 574 507	2,248 38,700 15,981 2,189 7,874	.0036 .0612 .0252 .0034 .0124	1,299 3,131 1,515 1,340 1,281	1,526 3,466 1,617 1,435 1,475	.0038 .0746 .0341 .0035 .0101	53 180 83 53 43
Bland	6.0 15.5 20.5 16.7 13.3	.0049 .0126 .0167 .0136 .0108		16.8 28.2 38.8 32.6 22.8	1.2 3.3 3.9 2.9 2.8	1.2 2.8 1.9 2.8 1.6	32.36 33.14 18.26 35.07 12.04	66.86 81.74 64.93	1	340 1,338 2,004 1,192 549	.0009 .0037 .0056 .0033 .0015	28 146 161 194 56	49 71 55 56 61	376 646 422 422 306	905 3,507 4,803 1,685 1,910	.0014 .0055 .0076 .0027 .0030	760 1,071 1,217 590 694	765 1,165 1,725 592 912	.0013 .0056 .0072 .0053 .0025	27 44 43 39 23
Campbell	63.5 15.3 22.1 4.9 16.1	.0517 .0124 .0180 .0040 .0131	63.9 4.3	28.9	14.0 3.1 4.6 1.0 3.2	10.2 1.6 4.5 .3 1.9	15.01	84.99 72.73 91.47		21,190 1,276 987 193 1,032	.0589 .0035 .0027 .0005 .0029	900 123 199 26 101	54 64 62 68 55	611 523 426 383 495	29,743 3,232 2,428 703 2,452	.0470 .0051 .0038 .0011 .0039	2,123 1,049 527 695 771	2,503 1,431 532 1,198 994	.0509 .0050 .0056 .0010 .0040	98 40 31 25 31
Chosterfield	26.0 7.2 3.6 13.3 7.5	.0212 .0058 .0029 .0108 .0061		55.5 41.9 10.7 34.7 25.7	5.5 1.6 .8 2.9 1.5	4.2 1.3 .8 2.0	29.16 11.74	70.84 88.28 75.09		2,468 1,494 296 2,901 343	.0069 .0041 .0008 .0081 .0010	233 79 22 167 26	47 59 50 68 43	387 798 515 687 351	4,517 2,211 678 4,011 1,112	.0071 .0035 .0011 .0063 .0018	822 1,394 834 1,386 718	948 1,568 837 1,669 1,044	.0087 .0039 .0010 .0077 .0014	41 67 34 71 23
Dickenson140 Dinwiddio114 Elizabeth City110 Eseex39 Fairfax42	16.2 47.1 26.2 7.0 25.3	.0132 .0384 .0212 .0057 .0206	60.7 35.6	49.7 90.3 485.5 27.0 60.7	2.9 10.5 5.8 1.5 5.6	2.8 5.4 3.7 4.7	72.77	27.23 23.56 76.42		1,606 12,424 6,831 949 3,251	.0045 .0345 .0190 .0026 .0090	133 542 657 84 471	55 63 66 79 62	315 537 961 609 967	3,486 17,246 14,782 1,394 10,160	.0055 .0272 .0234 .0022 .0160	2,555 903	2,265	.0056 .0300 .0255 .0030 .0165	42 78 120 53 80
Fauquier42 Floyd113 Fluvanna114 Franklin113 Frederick44	21.1 11.7 7.5 24.3 24.0	.0172 .0095 .0061 .0198 .0195	45.1	31.6 31.1 26.2 34.9 55.2	4.5 2.5 1.6 4.8 5.8	3.3 2.4 1.0 4.1 5.4	7.63	92.37 85.49 79.98		3,903 672 487 2,020 7,764	.0109 .0019 .0014 .0056 .0216	311 79 44 182 388	62 57 63 60 61	770 434 538 491 833	6,910 1,880 1,678 4,797 10,058	.0109 .0030 .0028 .0076 .0159	1,526 756 1,032 996 1,749	1,082	.0127 .0030 .0021 .0076 .0189	74 82 34 38 97

Washington

Again America's "Number One" Market

WASHINGTON again leads all metropolitan markets in Sales Management's sensitive Buying Power Index — and for good measure, exceeds its 1937 index of 204 with an all-time-high rating of 225. This definitely establishes the District of Columbia as a market 21/4 times as active, in both earned and spent income, as the national average, and well above all metropolitan markets of comparable importance. Regardless of national

Population

Under commercial and governmental expansion, Washington continues to grow. Present estimate, metropolitan 630,000; 25-mile trading area, 930,600.

Retail Sales

Washington, 22nd in 1930 Census population rank, actually stands in 8th place among metropolitan markets, with \$371,155,000 retail sales.

New Car Sales

The District jumped from 12th place in 1937 to 8th in 1938 in total car sales, and accounted for 24,289 cars in the trading area. Registration of 1,180 per 1,000 families is fifth among all markets.

Effective Buying Income

Washington leads the nation in family income — \$3,767; also, first in white family income — \$4,361; with trading area total of over \$607,221,000. This is a money market!

business fluctuations, advertisers find in Washington a perennial bright spot, where high and stable incomes — expressed in retail sales, new car sales, income tax returns, high value of owned homes — provide a market which is tops on any sales and advertising campaign.

THIS IS THE REAL WASHINGTON, D. C., MARKET (The District, and counties in Virginia and Maryland, in 25-mile radius)

-			ULATIO			TY O INDU		RETA			AUTO SALES		EFI	ECTIVE INCOM	BUYI:	1G	SALES AGEM MAR CONTI	KET
COUNTIES	Total 1938	u. %. a.	% Urban	Fami- lies	White Fami- lies	% Non- Farm	% Farm	Estimated 1938	U. S. A.	New Passen- ger Car	Ratio 1938- 1937	Regis- tra- tion per 1000 Fami- lies	Dollars in thousands	U.S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
WASHINGTON, D. C	486.9	.3966	100	125.6	95.3	99.67	.33	371,155	1.0309	17,289	80	1,180	473,005	.7475	3,767	4,361	.8925	225
MARYLAND Charles	16.2	.0132		3.3	1.9	19.88	80.12	2,363	.0066	244	56	811	4,478	.0071	1,346	1,760	.0088	67
Montgomery	49.2	.0401	11.0	11.8	10.2	43.29	56.71	14,445	.0401	2,205	63	1,432	34,996	.0553	2,968	3,219	.0700	175
Prince Georges	60.1	.0490	19.3	13.6	10.9	39.34	60.66	12,427	.0345	1,491	60	1,061	36,302	.0574	2,666	3,011	.0565	115
VIRGINIA Arlington	50.8	.0414	47.5	12.4	10.2	98.61	1.39	23,020	.0639	1,898	59	1,607	38,700	.0612	3,131	3,466	.0746	180
Fairfax	25.3	.0206		5.6	4.7	20.85	79.15	3,251	.0090	471	62	967	10,160	.0160	1,811	1,988	.0165	80
Loudoun	19.9	.0162		4.6	3.7	19.82	80.18	3,431	.0095	347	66	794	6,455	.0102	1,399	1,571	.0126	78
Prince William	14.0	.0114		2.9	2.4	24.65	75.35	2,454	.0068	344	72	989	3,125	.0049	1,079	1,201	.0099	87
TOTAL	722.4	.5899		179.8	139.3	59.92	40.08	432,546	1.2014	24,289	60	1,153	607,221	.9596	3,377	4,001	1.1414	193

Again America's "Number One" Newspaper

Advertiser recognition of the outstanding character of the Washington market and its thorough coverage by The Washington Star is shown year after year by the leadership of The Star in advertising lineage. For the seventh successive year, in 1938, The Star led every newspaper in America with 22,417,899 lines.

The Evening Star

New York Office DAN A. CARROLI 110 E. 42nd St. WASHINGTON, D. C.

Chicago Office J. E. LUTZ Fribune Tower

THE MARKET OFFERS

Retail Sales \$180,710,000 Effective Buying Income \$309,138,000

New Car Sales 11,139

WBTM serves a rich industrial area of the North Carolina Piedmont and the Virginia tobacco belt centering in Danville. . . . Sales and advertising executives find here a compact market of 21 counties — 982,000 population — a potential radio audience of 616,000. . . . The only daytime station, the preferred night time station serving this important area, WBTM ranks high as a sales producer on scores of national and local campaigns.

WBTM DELIVERS

More population, radio homes, retail sales

Less cost, than stations in comparable radio markets.

Tazewe Warrer Warwie

Washir Westm Wise... Wythe York...

Barbon Berkel Boone Braxto Breok

Cabell Calhor Clay ... Doddr Fayett

ne

A

Investigate — write for market data and rates.

• DANVILLE, THE WORLD'S BEST TOBACCO MARKET

VIRGINIA—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)			E OF	RETAIL S 1938 S. M. EST			O SAL 1938	ES,		ECTIVE E			SAL MANA MEI MARI CONTI	NGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami-	% Non Farm	% Farm	Dollars (in theusands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Inde
Giles	12.8 11.0 8.0 20.0 6.0	.0065	7.9	34.7 49.4 27.7 47.1 38.6	2.5 2.5 1.6 4.1 1.2	2.4 1.5 .8 4.0 1.0	19.74 29.60	70.40	1,370 1,448 477 2,555 262	.0038 .0040 .0013 .0071	94 128 58 88 35	63 64 70 68 47	450 800 555 320 413	2,700 1,769 1,247 3,970 946	.0043 .0028 .0020 .0063 .0015	1,062 714 795 965 810	1,088 923 1,098 982 898	.0043 .0045 .0021 .0060 .0013	41 50 32 37 27
Greensville 114 Halifax 108 Hanover 114 Henrico 114 Henry 108	13.4 41.3 17.0 213.2 27.8	.0336 .0139 .1737	85.7 27.7	33.2 764.3	51.5	1.2 4.6 2.5 36.5 3.9	19.93 14.51 96.51	63.14 80.07 85.49 3.49 23.10	4,574 849 93,018	.0062 .0127 .0024 .2584 .0148	129 329 265 4,849 379	84 65 68 65 46	396 486 852 766 769	2,755 9,547 5,166 134,811 4,524	.0044 .0151 .0082 .2130 .0072	989 1,184 1,423 2,619 845	1,473 1,567 1,736 3,135 1,002	.0058 .0150 .0081 .2412 .0139	139
Highland 111 Isle of Wight 112 James City 114 King and Queen114 King George 42	4.5 13.4 7.7 7.6 5.3	.0109 .0063 .0062	49.3	10.7 42.7 46.7 23.8 29.4	1.5 1.6	.9 1.5 .9 .7	58.57 14.18	82.38 79.13 41.43 85.82 90.14	1,484 2,039 388	.0006 .0041 .0057 .0011	60 136 142 51 91	62	690 571 984 572 740	684 3,272 2,495 1,233 1,526	.0039	719 1,147 1,693 784 1,238	733 1,560 2,216 1,113 1,528	.0055 .0057 .0019	90
King William	7.8 8.9 30.4 19.9 14.3	.0072 .0248 .0162		30.1 68.4 68.2 38.3 27.7	6.1 4.6	1.2 5.9 3.7 1.8	37.08 19.82	62.15 62.92 80.18	3,494 3,431	.0029 .0038 .0097 .0095 .0038	119 155 191 347 91	79 58 66	653 625 283 794 504	1,743 1,811 5,883 6,455 2,629	.0029 .0093 .0102	1,020 905 972 1,399 854	1,391 1,190 983 1,571 1,106	.0096	3 7
Lunenburg114 Madison42 Mathews114 Mecklenburg114 Middlesex114	14.1 9.0 7.9 32.6 7.3	.0073 .0064 .0266		32.7 27.6 83.9 48.8 49.8	1.9 1.9 8.5	1.5	11.84 18.44 21.99	88.16 81.56 78.01	1,150 4,644	.0016 .0032 .0129	124	75 77 66	448 615 655 482 502	1,761 7,946	.0023 .0028 .0126	1,041 781 914 1,222 884		.0028 .0041 .0140	3 6 5
Montgomery113 Nansemond112 Nelson109 New Kent114 Norfolk112	25.8 32.8 16.3 4.3 213.4	.0268 .0133 .0035	31.3	34.6 22.5	7.2 3.3	3.3 2.5	59.01 23.79 17.24	40.99 76.21 82.76	5,927 1,232 531	.0165 .0034 .0015	370 119 47	54 60 59	607 442 507 564 557	4,352	.0139 .0069 .0019	1,223 1,307 1,287	838 1,768 1,538 1,848 3,174	.0185 .0055 .0019	4 5
Northampton114 Northumberland39 Nottoway114 Orange114 Page43	18.6 11.1 14.5 12.1	.0090		77.7 54.1 48.0 33.6 48.1	2.4 3.1 2.7	1.0 1.0 1.0	29.84 41.16 32.52	70.16 58.84 2 67.40	1,071 2,738 2,596	.0030	125 237 158	59 71 61	593 635 732 729 547	2,195 5,589 2,620	.0035 .0088 .0041	900 1,782 968	2,333	.0043	3 7
Patrick	15.8 83.7 6.1 14.5 21.6	7 .068 1 .0056 5 .0116	26.	22.5	17.2 1.2 3 3.1	11.0	63.00 10.30 31.30	2 36.96 2 89.66 9 68.6	19,24 8 44 1 2,19	.0535 .0012 .0061	908 48 140	56 62 0 53	582	21,410 1,352 3,393	0 .0338 2 .0021 7 .0054	1,243 1,152 1,093	1,514 1,625 1,515	.0449	3 5
Princess Anne 112 Prince William 42 Pulaski	14.0 20.0 7.	0 .011 6 .016 7 .006	8 34. 3	. 28.	4 2.9 8 4.3 2 1.6	2 3. 3 1.	4 24.6 7 58.6 3 14.8	5 75.3 6 41.3 0 85.2	5 2,45 4 2,89 0 54	4 .0066 5 .0086 2 .0019	344 0 232 5 55	4 72 2 61 9 58	989 533 459	3,12 4,05 1,57	5 .0049 3 .0064 2 .002	9 1,079 9 968 9 984	1,20 1,03 1,12	.0091 60081 0 .002	9 8
Roanoke	24. 36. 28.	9 .020 9 .030 0 .021	3 31. 1 19. 1	1 40.4 5 42.5 52.	4 5.1 2 8.3 3 5.	5 4. 3 7. 1 5.	9 42.4 9 43.8 0 24.5	9 57.5 5 56.1 9 75.4	1 4,78 5 9,45 1 1,81	0 .013 0 .026 6 .005	3 310 2 55 0 12	8 61 7 73 9 59	85 25	6,86 9,42 9 3,94	0 .0109 5 .0149 7 .006	9 1,249 9 1,135 2 770	1,33 1,16 78	6 .013 5 .023 4 .006	8 6
Shenandoah	25. 26. 16.	1 .020 9 .021 9 .013	5 26. 9 10. 8 40.	9 44.	8 4.5 5 5.3	9 4. 3 2. 7 2.	8 47.5 3 31.9 8 67.1	3 52.4 2 68.0 7 32.8	7 3,69 8 2,84 3 8,65	1 .010 6 .007 4 .024	3 20 9 29 0 30	1 63 5 67 1 54	48 48 93	6 4,74 4 4,96 5 6,17	0 .007 0 .007 3 .009	5 969 8 930 8 1,669	98 0 1,36 0 1,94	5 .009 2 .010 1 .016	4 3 5 1
Surry114 Sussex114	7. 12.			000			7 12.7 0 34.7												

VIRGINIA—(Continued)

COUNTY		P(In Thous	OPULA ands, e		nsity)		TYPE	E OF STRY	RETAIL S 1938 S. M. EST		AUT	D SAL 1938	ES,		CTIVE B			MANA MEN MARI CONTI	GE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Tazewell	32.4 8.3 43.2	.0265 .0067 .0352	12.0 79.5	38.6	6.5 1.9 10.3	5.9 1.7 6.3	57.11		5,538 1,797 17,231	.0154 .0050 .0479	163	63 80 69	604 801 547	7,732 2,339 29,700	.0037	1.254	1,327	.0160 .0057 .0421	60 85 120
Washington139 Westmoreland42 Wise140 Wythe113 York114	42.6 8.4 51.1 20.7 7.6	.0348 .0068 .8417 .0169 .0062	20.6	70.7 33.7 121.8 43.2 56.0	4.3	1.1	26.47 66.81 33.28	73.53 33.19 66.72	1,186 7,196 2,805	.0033 .0200 .0078	100 343 158	57 68 49 59 74	443 590 340 506 584	11,700 1,895 9,530 4,623 2,403	.003 .015	1,012 946 3 1,062	1,301 992 1,108	.0038 .0176 .0078	56 42 46
STATE TOTAL.	2,421.8	1.9726	32.4	60.2	529.1	388.0	55.04	44.96	528,851	1.4690	32,281	62	622	859,977	1.359	1 1,625	1,913	1.5022	78

For Virginia City figures, see page 100

WEST VIRGINIA

					**	IL 1	9 1	V	INC	7 1 1	1 1	A							
Barbour	18.6 28.0 24.6 22.6 24.7	.0152 .0228 .0200 .0184 .0201	53.0	53.5 86.2 48.6 43.7 277.1	4.3 6.6 4.9 4.5 5.5	4.1 6.2 4.7 4.5 5.2	44.80 72.88 69.88 15.26 91.92	55.20 27.12 30.12 84.74 8.08	1,681 5,414 3,592 1,541 3,731	.0047 .0150 .0100 .0043 .0104	145 238 175 102 190	47 36 45 65 33	487 722 399 246 550	3,470 8,643 5,972 3,852 7,349	.0055 .0137 .0094 .0061 .0116	861	834 1,361 1,245 864 1,375	.0059 .0137 .0095 .0052 .0106	39 60 48 28 53
Cabell 53 Calhoun 32 Clay 52 Doddridge 31 Fayette 52	90.8 10.9 13.1 10.5 72.1	.0740 .0089 .0107 .0085 .0587	79.9	347.8 38.0 39.5 33.1 108.0	21.0 2.1 2.4 2.3 14.7	19.9 2.1 2.4 2.3 12.1	87.49 11.80 43.22 11.83 88.96	88.20 56.78 88.17	26,437 738 1,207 961 14,987	.0734 .0020 .0034 .0027 .0416	1,155 74 64 89 847	42 62 46 70 55	630 439 386 464 527	44,915 1,292 1,831 1,930 20,691	.0710 .0020 .0029 .0031 .0327	2,139 617 734 824 1,404	2,205 617 742 824 1,565	.0681 .0026 .0032 .0035 .0395	92 29 30 41 67
Gilmer	10.6 8.4 35.9 11.8 28.5	.0069	26.1	32.1 18.3 35.9 18.3 343.5	2.2 1.8 7.4 2.7 6.1	2.2 1.7 6.8 2.6 5.8	14.90 23.15 57.54 22.15 97.43	76.85 42.46 77.85	868 747 5,656 1,347 5,783	.0024 .0021 .0157 .0038 .0161	51 59 349 90 310	47 54 57 49 25	436 549 547 609 732	1,545 1,312 7,076 2,107 10,633	.0024 .0021 .0112 .0033 .0168	699 741 958 791 1,754	699 752 999 788 1,791	.0025 .0024 .0150 .0039 .0163	29 35 51 41 70
Hardy	9.8 78.6 16.1 15.8 157.7	.0080 .0640 .0131 .0129 .1284	44.0	17.1 188.9 35.0 74.8 183.3	2.0 18.0 3.5 3.7 34.3	2.0 17.4 3.5 3.1 31.4	18.94 80.08 22.31 50.91 86.16	19.92 77.69 49.09	915 20,034 1,448 2,677 46,817	.0026 .0557 .0040 .0074 .1300	73 825 142 120 3,066	49 46 62 34 55	496 578 407 693 714	1,388 33,880 2,996 5,607 80,727	.0022 .0535 .0047 .0089 .1276	680 1,879 848 1,517 2,357	693 1,914 849 1,683 2,473	.0029 .0507 .0054 .0075 .1390	36 79 41 58 108
Lewis	21.8 19.2 58.5 90.5 66.7	.0178 .0156 .0477 .0737 .0543	39.6 7.5 5.9 39.6	55.5 45.8 133.6 169.8 211.6	4.7 3.6 11.8 17.8 15.6	4.7 3.6 10.1 12.7 14.4	46.12 11.09 90.48 91.36 80.41	88.91 9.52 8.64	3,602 1,211 12,499 16,730 15,050	.0100 .0034 .0347 .0465 .0418	187 89 467 631 769	48 55 40 37 43	605 285 409 393 612	6,890 2,351 19,716 23,032 31,348	.0109 .0037 .0312 .0364 .0495	1,467 657 1,671 1,298 2,015	1,473 658 1,823 1,548 2,108	.0102 .0039 .0301 .0386 .0438	57 25 63 52 81
Marshall	39.8 20.8 61.3 20.1 38.3	.0324 .0169 .0499 .0164 .0312	55.4 15.8 42.8 31.1 24.5	128.5 43.8 146.4 57.5 92.1	8.7 4.6 12.8 4.5 7.6	8.7 4.6 11.0 4.4 6.7		69.38 25.47 44.01	5,447 2,078 13,343 3,563 6,544	.0151 .0058 .0371 .0099 .0182	279 127 574 142 322	36 46 49 41 52	479 403 510 617 276	9,624 3,992 29,064 5,097 6,835	.0152 .0063 .0459 .0081 .0108	1,103 859 2,265 1,136 895		.0149 .0062 .0376 .0085 .0153	46 37 75 52 49
Monongalia	50.1 12.0 8.4 20.7 72.1	.0408 .0097 .0068 .0168 .0587	32.3 27.6 85.5	139.9 26.1 36.1 30.4 673.6	11.8 2.6 1.9 4.0 17.9	11.1 2.4 1.9 4.0 17.2	53.69	90.32 46.31 49.65	965 863 2,170	.0279 .0027 .0024 .0060 .0856	546 148 61 123 996	51 73 47 43 43	550 615 668 463 621	18,977 1,705 1,638 3,518 35,999	.0300 .0027 .0026 .0056	1,614 666 842 883 2,010	685 851 883	.0288 .0044 .0027 .0060 .0648	71 45 40 36 110
Pendleton. 40 Pleasants. 32 Pocahontas. 31 Preston. 30 Putnam. 52	9.7 6.5 14.6 29.0 16.7	.0079 .0053 .0119 .0237 .0136		13.8 49.6 16.1 44.7 49.8	1.9 1.5 2.9 6.3 3.5	1.9 1.5 2.8 6.2 3.5	41.4 41.1 44.1	7 58.53 6 58.84 4 55.86	932 1,574 2,837	.0018 .0026 .0044 .0079 .0039	85 66 97 189 114	71 59 47 43 61	616 568 503 531 437	1,008 1,801 2,878 4,941 2,303	.0016 .0029 .0046 .0078 .0038	536 1,173 993 789 656	1,014 791	.0026 .0029 .0047 .0085 .0045	33 55 39 36 33
Raleigh 52 Randolph 31 Ritchie 32 Roane 32 Summers 52	68.1 25.0 15.6 19.5 20.5	.0554 .0204 .0127 .0159 .0167	13.7 29.3 32.5	114.0 24.2 34.4 37.3 55.5	13.6 5.2 3.6 3.8 4.1	11.2 5.1 3.6 3.8 3.8	55.2 22.0 16.8	7 44.73 5 77.98 9 83.11	4,582 1,723 2,213	.0470 .0127 .0048 .0061 .0072	815 325 136 155 140	49 48	564 626 599 497 419	23,366 6,357 3,177 3,296 3,662	.0369 .0101 .0050 .0052 .0058	1,719 1,223 884 861 893	1,232 884 861	.0421 .0132 .0056 .0065	76 65 44 41 41
Taylor 31 Tucker 40 Tyler 33 Upshur 31 Wayne 53	19.1 13.4 12.8 17.9 31.2	.0156 .0109 .0104 .0146 .0253	24.0 24.3 21.2	109.2 33.0 49.2 51.1 60.4	4.4 2.7 3.1 4.1 6.2	4.3 2.7 3.1 4.0 6.2	62.0 32.9 31.2	9 37.91 5 67.08 6 68.74	1,595 2,031 2,201	.0091 .0044 .0056 .0061 .0049	158 68 109 130 116	33 44 47	542 387 484 457 256	4,893 3,063 3,308 3,371	.0077 .0049 .0052 .0053	1,062	1,128 1,064	.0055	53 42
Webster	14.2 22.3 6.3 56.5 20.9	.0116 .0182 .0052 .0460 .0170	12.6 52.4	24.4 62.6 29.2 155.3 41.7	2.7 4.9 1.4 14.0 4.1	2.7 4.9 1.4 13.7 3.7	45.4 8.5 81.1	6 54.54 8 91.43 5 18.85	3,466 304 15,078	.0051 .0096 .0008 .0419 .0095	594	47	435 574 389 681 481	2,241 5,081 751 31,221 3,910	.0035 .0080 .0012 .0493 .0062	534 2,238	1,029 535 2,260	.0047 .0097 .0010 .0407 .0102	19
STATE TOTAL.	1,729.2	1.4083	28.4	72.0	373.9	347.6	70.7	3 29.2	341,931	.9498	17,555	47	543	557,630	.8813	1,491	1,553	.9146	65

For West Virginia City figures, see page 100

Setting Advertising Quotas for Territories
"In this business our advertising quotas are established by the number of cars sold by a dealer, and the dealer's sales quota is established by the number of cars sold in his potential territory. . . . We use the number of cars sold, as shown by your Survey of Buying Power, to establish A. B. BRYAN, Assistant Zone Manager, BUICK MOTOR DIVISION OF GENERAL MOTORS CORPORATION new quotas."

Most Popular Station in Most Prosperous Region!

Station WBIG centers an area of 35 counties, one of the richest and most prosperous areas in the New South. Here, 73% of the industries, 93% of the industrial capital of the state contribute to the income and buying power of this outstanding market. When you think of Chesterfield, Camel, Lucky Strike, Vicks—to name just a few—think of Greensboro and WBIG.

WBIG

Greensboro, N. C.

Edney Ridge, Director

Duplin Durhar Edgeco Forsyti Frankl

Guilfo Halifa Harne Hayw Hende

Hertfe Hoke Hyde Irede Jacks

AI

272,300 Families 15,597 New Car Sales \$227,867,000 Retail Sales \$407,816,000 Effective Buying Income

Plot these indices on your 1939 sales plans:

WBIG serves over 200,000 radio homes, with a program policy keenly attuned to community service. 175 national and local advertisers have proved the effectiveness of WBIG merchandising service, first aid to profitable selling, the follow-through which keeps dealers sold, merchandise moving. Write for details—market, service, current trends in business and buying. It will pay you to investigate!

George P. Hollingbery Company, National Representatives



NORTH CAROLINA

COUNTY		. Pi	OPULA ands, e		naity)		TYPE		RETAIL S 1938 S. M. EST		AUT	D SAL 1938	ES,	EFFE	CTIVE B	UYING 1938		SALI MANA MEN MARI CONTR	GE- IT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. ml.	Fami- lies	White Families	% Non Farm	% Farm	Dollars (in thousands)	u. %. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Alamance 118 Alexander 116 Alleghany 139 Anson 116 Ashe 139	42.1 12.9 7.2 29.3 21.0	.0059	30.1	85.7 44.7 30.7 52.8 49.2	8.6 2.5 1.6 5.7 4.2	7.1 2.3 1.5 2.9 4.1	16.11	19.50 78.30 83.89 79.96 91.62	10,758 735 334 2,496 700	.0299 .0020 .0009 .0069 .0019	943 49 43 129 80	64 40 52 36 53	1,150 809 472 428 258	19,639 1,965 1,044 5,415 2,716	.0310 .0031 .0017 .0086 .0043	2,272 782 653 948 641	2,525 814 667 1,309 649	.0016	107 25 27 31 20
Avery. 139 Beaufort. 121 Bertle. 112 Bladen. 119 Brunswick. 119	11.8 35.0 25.8 22.4 15.8	.0285 .0210 .0182		49.6 41.7 36.8 22.9 20.0	2.2 7.4 5.0 4.4 3.3	2.2 4.6 2.4 2.6 2.1	39.64 23.27	76.73 68.00	335 5,998 2,572 2,008 851	.0009 .0167 .0071 .0056 .0024	58 443 234 151 98	76 68 62 69 70	248 483 578 423 349	1,354 10,462 3,946 3,065 1,734	.0021 .0165 .0062 .0048 .0028	605 1,408 798 694 521	614 1,789 1,126 896 657	.0187 .0085 .0061	21 66 40 34 26
Buncombe	97.9 29.4 44.3 28.0 5.5	.0240 .0361 .0228	51.2 20.4 26.6 23.3	55.1 113.7	21.6 5.3 8.6 5.4 1.2	17.9 4.8 7.1 4.9	61.20 87.98 65.38	38.80 12.02 34.62	4,148	.0238	772 210	40	695 700 1,035 686 533	43,887 7,121 13,630 6,833 781	.0694 .0113 .0215 .0108 .0012	1,340 1,582 1,267		.0112 .0285 .0111	77 47 79 49 30
Carteret	16.9 18.2 44.0 24.2 16.2	.0148 .0358	26.7	45.3	3.7 3.3 8.8 4.9 3.1	3.2 1.9 7.9 3.4 3.0	7.64 70.55 32.44	92.36 29.45 67.56	1,119 7,380 1,713	.0205	124 472 195	51 68	393 487 840 490 417	3,778 2,082 12,811 4,378 2,454	.0033 .0202 .0069	623 1,449 899	823	.0043 .0218 .0073	
Chowan	11.3 5.4			68.4 24.7	2.3 1.1	1.3							527 207	2,898 609					46 20

DURHAM, N. C.

RANKS - - -3rd IN BUYING POWER 2nd IN PAYROLLS

NORTH CAROLINA'S CENTER OF INDUSTRY AND EDUCATION

Twenty-four percent of the cigarettes manufactured in the world are produced in the Durham plants of Liggett & Myers Tobacco Co. and the American Tobacco Co. Durham is a large textile and silk hosiery center. These industries employ thousands of happy, well paid workers. Durham's industrial payroll ranks second among North Carolina's

Durham is the home of Duke University, and only ten miles away is located the Greater University of North Carolina, the oldest state university in America.

Durham is the center of a rich agricultural and manufacturing area, and is one of the world's largest markets for the sale of bright leaf tobacco.

COVER THIS RICH MARKET WITH THESE NEWSPAPERS

THE DURHAM HERALD

THE DURHAM SUN

EVENING

MORNING AND SUNDAY

REPRESENTED BY THE KATZ AGENCY

WINSTON SALEM, N. C.

THE TOBACCO CAPITAL OF THE WORLD

THE GREATEST INDUSTRIAL CITY IN THE SOUTHEAST.

The value of manufactured products is well over \$300,000,000 annually; and the payroll \$30,000,000 annually. Bank clearings (1938) \$463,234,000.

71 DIFFERENT INDUSTRIES: 84 DIFFERENT PRODUCTS.

Include This Rich Industrial & Agricultural Market In Your Future Sales Plans

JOURNAL and SENTINEL

Represented by KELLY-SMITH CO.

NORTH CAROLINA-(Continued)

COUNTY		P (in Thous	OPULA		nsity)			E OF	RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE BI			SALI MANA MEN MARI CONTI	NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami-	% Non Farm	% Farm	Dollars (In thousands)	U. S. A.	New Pas- senger Car	Ratio 1938– 1937	Regis- tration Per M Fami- lies	Dollars (in thousands)	W. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Cleveland	51.9 37.7 30.7	.0423 .0307 .0250	31.6	104.7 40.4 46.5	10.2 7.5 6.6	8.0 5.2 3.5	23.76	78.24	6,739 3,994 5,509	.0187 .0111 .0153	314 511 365	76	643 524 543	12,673 7,029 9,499	.0111	1,242 931 1,435	1,127	.0183 .0163 .0164	43 53 66
Cumberland . 121 Currituck . 112 Dare . 112 Davidson . 120 Davie . 120	45.2 6.7 5.2 47.9 14.4	.0055 .0042 .0390	41.2	23.0 13.8	1.5 1.2 9.7	5.5 1.1 1.1 8.6 2.5	14.68 65.55 66.22	85.32 34.45 33.78	381 561 5,738	.0219 .0011 .0016 .0160 .0036	378	44 72 43	665 480 418 798 692	12,793	.0013 .0015 .0202	1,325	2,029 660 853 1,412 807	.0230 .0015 .0019 .0186 .0037	45 48
Ouplin 121 Ourham 117 Edgecombe 121 Forsyth 120 Franklin 121	35.1 67.2 47.9 111.7 29.4	.0390	77.4 34.2 67.4	94.1	14.5 9.6 24.5	4.3 15.5	87.15 43.34 87.97	12.85 56.66 12.03	19,006 7,488 27,318	.0208	1,268 805 1,421	75 78 57	458 818 805 806 448	33,803 17,861 53,654	.0534 .0282 .0848	2,326 1,870 2,190	2,895 2,707 2,763	.0121 .0574 .0303 .0782 .0072	78 86
Gaston. 116 Gates. 112 Graham. 115 Granville. 121 Greene. 121	78.1 10.6 5.8 28.7 18.7	.0086 .0047 .0234	14.2	29.4 19.6	1.1		15.66 26.62 24.71	73.38	474 322 3,829	.0013	91 20 253	66 77 62	632 548 230 588 541	1,364 666 5,404	.0022	661 608 970	1,305	.0027 .0010 .0108	31 21 46
Guilford	133.0 53.1 37.9 28.3 23.4	.0434 .0309 .0230	6.3 12.0 18.1	78.8 64.5 51.8	10.2 7.3 5.8	4.5 5.4 5.7	47.2 42.2 40.1	52.76 57.77 5 59.88	5,549 4,776 3,769	.0154 .0133 .0108	414 38 17	52 58 7 48	960 515 588 501 635	12,999 8,768 6,633	.0208 .0138 2 .0108	1,274 1,200 1,139	1,858 1,408 1,157	.0191 .0157 .0101	51 44
Hertford. 112 Hoke. 121 Hyde. 121 Irede II. 116 Jackson. 115	14.: 8.: 46.:	2 .0110 6 .0070 7 .0380	34.	34.2 13.9 79.4	2.7 1.7 9.5	1.1 1.1 7.7	14.5 22.1 59.4	85.47 4 77.86 6 40.56	7 1,000 391 4 6,683	.002 .001	8 6 1 19 8 29	8 49 9 31 6 39	616 317 277 731 220	2,52 1,03 10,73	.0046 5 .0016 5 .0176	953 597 1,119	1,438 740 1,263	.0034 .0012 .0170	4 29 2 17 0 45
Johnston	57.0 10.0 17.0	4 .008	5	25.0	1.5	1.1	18.9	0 81.10	69	.001	9	81	549 490 710	1,64	B .002	85	1,12	.0032	2 38

FIRST IN AMERICA

The Charlotte Observer enjoys the unique distinction of being the only newspaper (morning or evening) in America published in a city of less than 100,000 population having a circulation of more than 73,000 daily and more than 75,000 Sundays. The Observer leads in circulation ALL newspapers, Morning and Evening, in the states of North Carolina and South Carolina. It also leads all newspapers, both Morning and Evening in the two states in volume of advertising carried. The Observer is the largest newspaper between Richmond and Atlanta and Washington and Birmingham.

THE CHARLOTTE MARKET IS AS GOOD AS ITS LEADING NEWSPAPER
Write for Booklet "THE CHARLOTTE MARKET TODAY."

The Charlotte Observer

The Foremost Newspaper of the Two Carolinas



THE EXPERIENCE AND THE VISION OF A SOUTHERN LEADER

Acclaimed by Leaders Everywhere

BELIEVING in the South, the Jefferson Standard put its experience and its beliefs in printed form. This booklet—intended as a word of encouragement to everyone interested in the South's future—has been hailed by business men, educators and statesmen as a constructive, inspiring message.

What future can Southern business enterprise look toward? Here is our answer—the answer of experience.

The Jefferson Standard is the South's largest Ordinary Life Insurance Company. It was built by Southerners. Ninety percent of its assets are invested in the South. In thirty years Jefferson Standard has risen from last in the Nation to a prominent, respected position among major life insurance companies with assets in excess of \$80,000,000.

JEFFERSON STANDARD

JULIAN PRICE, President GREENSBORO, NORTH CAROLINA

INSURANCE

If you are interested in the South's future, read this inspiring message . . . Cur

who

dail

59,3

Surr Swai Tran Tyrr Unio Vanco Wak Warn Was Watt Way Will Yadi Yan S



A PATTERN FOR SOUTHERN PROGRESS

Now in its fifth printing. Illustrated with 14 charts. Requests still being received daily.

Send for Your Free Copy

NORTH CAROLINA—(Continued)

COMPANY

COUNTY		P (In Thous	OPULA ands, e		nsity)			E OF	RETAIL S 1938 S. M. EST			0 SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Per M	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Lenoir	35.7 22.9	.0291	31.8 16.5	91.6 76.5	7.3 4.5	4.1 3.8	40.99 42.71	59.01 57.29	8,840 2,032	.0246	759 154	90 46	764 669	13,374 4,752	.0211	1,842		.0284	98
McDowell 115 Macon 115 Madison 115 Martin 121 Mccklenburg 116	20.3 13.7 20.3 23.4 128.0	.0166 .0111 .0165 .0191 .1042	11.6 64.6	50.8 26.7 46.6 53.4 214.4	4.0 2.8 4.1 4.5 28.3	3.6 2.7 4.0 2.5 19.4	18.63 5.16 30.29	94.84 69.71	878 860 3,836	.0084 .0024 .0024 .0107 .1008	118 57 85 426 2,561	49 59 57 118 58	488 298 283 591 889	3,845 1,725 2,626 5,773 75,124	.0061 .0027 .0042 .0091 .1187	965 624 842 1,287 2,657	1,026 636 647 1,720 3,228	.0062 .0027 .0033 .0139 .1176	24 20 73
Mitchell115 Montgomery116 Moore121 Nash121 New Hanover119	14.0 16.2 28.2 52.8 43.0	.0230	8.9 21.5	90.1	2.8 3.3 5.8 10.5	2.8 2.6 3.9 6.1 5.9	53.03	46.97 54.24 69.51	1,035 1,855 4,335 7,975 12,175	.0120	72 115 311 340 630	64 52 63 103 67	279 562 648 327 627	2,294 3,535 8,737 25,236	.0038 .0056 .0138			.0034 .0056 .0140 .0133 .0355	61
Northampton112 Onelew121 Orange117 Pamilco121 Pasquotank112	27.2 15.3 21.2 9.2 19.1	.0124 .0173 .0076		26.6	2.0		12.80 44.40 24.72	87.20 55.60 75.28	497	.0079	181 162 253 26 223		460 460 676 315 626	4,897 2,063 4,553 992 8,475	.0016	493	790 1,250 598	.0073 .0048 .0094 .0014 .0122	3 5
Pender 119 Perquimans 112 Person 117 Pitt 121 Polk 115	15.7 10.7 22.0 54.5 10.2	.0087 .0180 .0444	16.5		2.2 4.1 10.9	1.2 2.6 5.8	23.49 40.85 30.81	76.51 59.15 69.19	916 2,377 11,621	.0025 .0066 .0323	58 240	67 35 75 98 49	441 523 675 708 404	1,647 1,611 4,638 16,529 2,084	.0025 .0073 .0261	1,519	2,055	.0026 .0088 .0392	3 4 8
Randolph 118 Richmond 116 Robeson 121 Rockingham 118 Rowan 116	36.3 34.0 66.5 51.1 56.7	.0277 .0542 .0416	22.6 6.2 13.4	65.3 67.2 88.2	6.8 13.1 10.2	8.5	64.73	35.27 71.01 30.11	4,530 9,018 9,012	.0126 .0250 .0250	208 662 489	43 55 54	817 519 559 777 817	14,314	.0150 .0266 .0228	1,386 1,284 1,402	1,769 1,795 1,597	.0128 .0287 .0243	5 5
Rutherford	40.5 40.1 20.2 30.2 22.2	.0326 .0165 .0246	6.7 16.4 11.5	45.2 57.8	8.0 4.0 6.1	5.3 1.9 5.4	14.41 51.01	85.59 48.99 38.76	3,406 3,016 3,989	.0095	139 350	68 43 49	565 537 494 824 571		.0115	917 1,042 1,218	1,127 1,488 1,308	.0140 .0074 .0137	4 4

[90]

SALES MANAGEMENT

"A Northerner Discovers the South"*

—and learns why it's a
Marketing Man's Land of Opportunity No. 1

The Northerner might be Wesson Oil, Ford Motor Co., Curtiss Candy or any one of the other national advertisers who have discovered that right up front in this region of diversified crops and industries is North Carolina. They have discovered that advertising in the state's leading daily, The News and Observer, is Yankee smartness. Its 59,307 circulation covers 29 counties of Eastern N. C.

Colgate-Palmolive, Beech-Nut, for example, have discovered that while Raleigh has a city zone population of only

*With no apologies to Jonathan Daniels, editor of The News and Observer; author of "A Southerner Discovers the South."

43,638, its trading area actually ranks it among the 100,-000-population group of cities. A Branham Company representative will explain why — just as these national advertisers now using the "Old Reliable" have discovered.

Discover for yourself how to be a "best seller" in this rich and profitable market.

The News and Observer

Raleigh, N. C.
National representatives: The Branham Company

NORTH CAROLINA—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE	E OF STRY	RETAIL S 1938 S. M. EST	ALES		O SAL 1938	ES,		ECTIVE E			SALI MANA MER MARI CONTR	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car	Ratio 1938– 1937		Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Surry 120 Swain 115 Transylvania 115 Tyrreli 112 Union 116	39.8 11.6 9.6 5.2 41.0			20.9 25.3 13.2	8.0 2.3 2.1 1.1 8.2	7.4 2.0 1.9 .8 6.3	50.73 24.41 39.65 26.23 25.99	49.27 75.59 60.35 73.77 74.01	6,598 738 967 468 3,995	.0183 .0020 .0027 .0013	60 61 38	52 83 60 69 46	583 283 391 405 565	10,489 1,676 1,402 542 8,717	.0026 .0022 .0009	1,316 738 668 514 1,062	1,368 785 699 610 1,226	.0026 .0027 .0014	28 35 33
Vance	27.3 94.8 23.4 11.6 15.2	.0772 .0190 .0095	39.4	97.8 115.0 55.0 35.5 50.0	19.3 4.3 2.3	3.1 12.7 1.8 1.3 3.0	56.21 18.85 29.20	43.79 81.15 70.80	24,497 2,157 792	.0680	2,036 126 133	77 69 79	695 877 424 464 320	3.789	.0659 .0060 .0026	2,149 882 718	2,668	.0799 .0062 .0039	103 2 33 41
Wayne	53.0 36.2 44.9 18.0 14.5	.0294	10.1	49.2	6.9 9.1 3.7	6.4 5.3 3.5	33.42 41.81 10.12	66.58 58.19 89.88	4,319 9,770 751	.0120	219 701 1 106	87	629 432 664 641 193	6,223 14,014 2,014	.0098 .0221 .0032	900 1,549 545	937 2,022 563	.0111 .0286 .0037	1 38 6 78 7 25
STATE TOTAL.	3,170.3	2.5822	25.5	65.0	644.0	460.8	52.70	47.30	495,790	1.377	34,867	61	646	917,36	1.4498	1,424	1,697	1.5467	7 6

For North Carolina City figures, see page 102

SOUTH CAROLINA

															_			
Abbeville. 127 Alken. 126 Allendale. 126 Anderson. 124 Bamberg. 123	23.3 47.4 13.3 81.0 19.4	.0190 .0386 .0108 .0659 .0158	45.7 43.1 30.6 108.8 51.2	5.0 10.5 3.0 16.9 4.0	2.6 5.7 .8 12.2 1.5	29.06 50.48 19.97 60.86 26.49	70.94 49.52 80.03 39.14 73.51	1,755 5,079 875 12,066 2,185	.0049 .0141 .0024 .0335 .0061	94 338 62 548 154	53 46 53 47 53	418 537 336 706 414	3,546 10,063 1,329 24,560 3,400	.0056 .0159 .0021 .0388 .0054	708 961 452 1,456 861	970 1,293 767 1,726 1,319	.0051 .0159 .0025 .0336 .0065	27 41 23 51 41
Barnwell	21.2 21.8 22.2 16.7 101.1	.0177 .0178 .0181 .0136 .0823 61.6	40.7 31.1 18.5 42.7 109.5	4.8 5.1 4.7 3.6 25.8	1.7 1.1 1.4 .9 10.4	20.78 21.77 26.13 14.35 72.56	79.22 78.23 73.87 85.65 27.44	1,703 1,721 1,208 1,303 22,065	.0047 .0048 .0034 .0036 .0613	116 200 126 100 1,390	52 65 60 45 56	397 357 302 419 553	3,606 3,746 1,870 2,430 45,377	.0057 .0059 .0030 .0038 .0717	747 730 401 679 1,763	1,165 1,307 664 1,164 2,659	.0055 .0070 .0043 .0042 .0684	31 39 24 31 83
Cherokee 116 Chester 116 Chesterfield 123 Clarendon 123 Colleton 122	32.2 31.8 34.3 30.0 25.8	.0262 21.2 .0259 17.3 .0280 10.4 .0245 .0210 10.0	85.9 53.7 41.0 46.9 23.0	6.5 6.7 6.8 5.8 5.5	4.7 3.1 4.3 1.7 2.6		47.93 48.73 71.21 80.73 80.86	3,345 3,595 3,841 2,007 2,330	.0093 .0100 .0107 .0056 .0065	155 189 269 213 242	38 44 58 55 69	497 489 506 371 438	5,347 6,519 5,830 3,771 3,050	.0085 .0103 .0092 .0060 .0048	830 977 864 651 551	976 1,393 1,083 1,081 790	.0086 .0100 .0113 .0076 .0080	33 39 40 31 38
Darlington. 123 Dillon. 123 Dorchester. 122 Edgefield. 126 Fairfield. 123	41.4 25.7 19.0 19.3 23.3	.0337 25.6 .0210 10.6 .0154 13.6 .0157	68.5 54.6 30.9 37.3 33.0	8.5 5.2 4.0 4.1 4.5	4.2 2.7 1.7 1.6 1.6	27.49 24.96 20.33	56.54 72.51 75.04 79.67 56.25	5,859 3,037 1,398 1,493 2,312	.0163 .0084 .0039 .0041 .0064	379 264 154 78 94	51 52 52 41 36	611 607 571 472 487	9,126 4,590 2,394 2,668 3,595	.0144 .0072 .0038 .0042 .0057	1,069 889 606 658 793	1,500 1,211 899 1,004 1,255	.0168 .0098 .0052 .0041 .0057	50 47 34 26 30
Florence 123 Georgetown 122 Greenville 124 Greenwood 123 Hampton 126	61.0 21.7 117.0 36.1 17.3	.0497 24.2 .0177 23.3 .0953 24.9 .0294 30.5 .0140	82.0 26.3 153.8 76.3 33.6	12.3 4.8 25.5 7.8 3.7	6.7 1.6 19.2 4.4 1.6	75.14 66.08	53.44 24.86 33.92	11,132 2,391 27,230 6,439 1,495	.0309 .0066 .0756 .0179 .0042	820 259 1,149 289 110	59 55 45 44 48	726 451 843 700 447	18,307 4,286 52,216 11,564 2,706	.0289 .0068 .0825 .0183 .0043	1,488 878 2,045 1,488 725	1,999 1,412 2,381 1,980 1,072	.0341 .0090 .0726 .0171 .0047	69 51 76 58 34
Horry 123 Jasper 130 Kershaw 123 Lancaster 116 Laurens 124	39.4 10.0 32.1 28.0 42.1	.0321 7.6 .0081 .0261 16.1 .0228 12.6 .0343 26.3	16.8 47.8 54.3	7.5 2.1 6.4 5.4 8.6	5.7 .6 3.0 3.4 4.9	54.60	45.40	693 3,312 2,611	.0157 .0018 .0092 .0073 .0133	576 81 227 188 254	81 79 51 54 44	532 340 602 493 539	7,407 1,056 4,948 5,065 8,317	.0117 .0017 .0078 .0080 .0131	981 507 777 932 963		.0191 .0026 .0096 .0084 .0132	60 32 37 37 38
Lee	24.1 36.5 11.5 27.2 31.6	.0196 .0297 7.1 .0093 .0221 29.6 .0257 11.5	29.8 51.5	4.7 7.6 2.4 5.6 6.5	1.7 5.4 .8 2.6 2.8	15.22 43.82	65.34 84.78 56.18	3,539 764 4,147	.0052 .0098 .0021 .0115 .0094	99 209 54 395 165	37 46 66 72 49	411 832 383 664 440	3,574 5,919 1,771 4,920 6,046	.0056 .0094 .0028 .0078 .0098	757 778 738 878 929	1,194 931 1,173 1,260 1,365	.0053 .0100 .0026 .0133 .0092	27 34 28 90 36

SOUTH CAROLINA—(Continued)

COUNTY		p (In Thous	OPULA ands, e		nsity)			E OF	RETAIL S 1938 S. M. EST		AUT	D SAL 1938	ES,		ECTIVE B			SAL MANA MEI MAR CONT	NGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938– 1937	Per M	Dollars (In thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Newberry. 123 Oconee 124 Orangeburg 123 Pickens 124 Richland 123	34.7 33.4 63.9 33.7 87.7	.0282 .0272 .0520 .0275 .0714	13.7	51.3 56.5	7.4 6.7 13.2 6.7 18.4	4.0 5.6 4.9 5.8 10.3	40.65 20.41 50.78	59.35 79.59 49.22	6,308 3,807	.0118 .0102 .0175 .0106	211 219 459 163 1,749	44 62 50 45 63	654 603 523 736 887	7,080 5,819 11,030 6,492 39,430	.0092 .0174 .0102	870 833 964	1,296 963 1,293 1,050 2,861	.0098	38 38 36
Saluda 123 Spartanburg 124 Sumter 123 Unien 124 Williamsburg 122	18.2 116.3 45.9 30.9 34.9	.0947 .0374 .0252	27.4 25.6 23.9	152.1 71.9	3.8 24.4 9.4 8.3 6.6	2.0 18.0 3.2 3.8 2.2	68.60 41.39 63.04	31.40 58.61 36.96	19,396 7,038 4,195	.0195	1 154	51 50	429 677 560 461 468	2,422 36,805 10,733 6,731 4,018	.0582 .0170 .0106	1,138	864 1,772 1,824 1,368 973	.0181	58 48 40
Yerk116	53.4	.0435	32.3	82.3	10.9	6.4	54.18	45.82	7,287	.0202	411	53	652	14,533	.0230	1,331	1,740	.0215	49
STATE TOTAL	1,738.8	1.4162	21.3	57.0	385.7	197.1	47.35	52.65	242,159	.6726	15,170	53	595	430,012	.6796	1,176	1,590	.7137	50

For South Carolina City figures, see page 102

GEORGIA

						G	E O	n G	1 1									
Appling 129 Atkinson 130 Bacon 129 Baker 125 Baidwin 129	13.3 6.9 7.1 7.8 22.9	.0108 .0058 .0057 .0064 .0186 24.1	29.3 20.9 26.0 21.9 74.5	2.7 1.5 1.4 1.7 3.6	1.0 1.2	40.13 41.90 26.61 7.67 43.20	59.87 58.10 73.39 92.33 56.80	1,798 499 928 226 3,111	.0050 .0014 .0026 .0006	61 36 42 9 175	46 62 62 43 65	306 351 400 136 438	2,765 825 856 542 5,945	.0013 .0014 .0009	568 599 318	1,167 696 670 495 2,355	.0042 .0015 .0021 .0007	39 27 37 11 48
Benks	9.7 12.4 25.3 13.0 14.6	.0079 .0101 26.4 .0207 20.6 .0106 49.1 .0119	43.7 73.8 53.9 51.0 32.2	1.9 2.8 5.3 3.1 3.0	4.3	5.87 39.36 46.68 51.69 24.25	94.13 60.64 53.32 48.31 75.75	229 1,880 3,957 3,102 1,802	.0006 .0052 .0110 .0086 .0050	8 57 175 119 91	50 41 41 38 54	234 530 529 476 406	426 3,268 5,089 4,826 3,570	.0080	221 1,180 952 1,558 1,185	232 1,304 1,071 1,959 1,323	.0006 .0045 .0094 .0075 .0051	8 45 45 71 43
Bibb. 129 Bleckley. 129 Brantley 130 Brooks. 129 Bryan 130	77.0 9.1 6.9 21.3 6.0	.0627 .0074 .0056 .0174 .0048	278.1 44.6 15.9 41.5 13.8	19.2 2.0 1.4 4.6 1.3	1.2	87.62 15.58 39.45 18.44 32.17	12.38 84.42 60.55 81.56 67.83	26,235 905 280 1,568 360	.0729 .0025 .0008 .0044 .0010	919 29 21 78 58	55 39 62 48 77	569 294 265 271 571	36,477 1,773 924 3,467 766	.0576 .0028 .0015 .0055 .0012	1,900 876 638 753 598	2,572 1,119 738 1,075 802	.0594 .0023 .0011 .0047 .0017	95 31 20 27 35
Bulloch. 130 Burke 126 Butts 127 Calhoun 125 Camden 130	26.5 29.2 9.3 10.6 6.3	.0216 15.0 .0238 13.4 .0076 .0086 .0052	39.7 30.8 46.0 37.2 8.9	5.4 7.2 2.1 2.5 1.4	3.4 1.5 1.1 .7 .5	24.91 16.06 32.46 27.35 57.21	75.09 83.94 67.54 72.65 42.79	3,512 2,672 1,295 1,203 587	.0098 .0074 .0036 .0033 .0016	187 79 50 57 46	47 31 38 40 74	418 233 496 363 336	4,736 5,223 1,876 1,823 1,030	.0075 .0083 .0030 .0029 .0016	874 728 885 715 729	1,109 1,322 1,198 1,201 1,120	.0090 .0066 .0031 .0031 .0019	42 28 41 36 37
Candler 130 Carroll 127 Catoosa 142 Chariton 131 Chatham 130	9.0 34.3 9.4 4.4 105.4	.0073 .0279 .0077 .0036 .0859 80.6	39.4 69.7 55.7 5.5 284.9	1.8 7.4 1.9 1.0 27.4	1.2 5.9 1.8 .7 13.0	21.04 34.36 14.55 68.95 94.61	85.45	815 4,131 574 703 31,744	.0023 .0115 .0016 .0020 .0882	35 167 64 37 1,412	48 43 48 62 58	246 492 618 558 573	1,843 8,062 1,106 1,041 50,861	.0029 .0127 .0018 .0016 .0804	1,006 1,091 575 1,063 1,855	1,255 1,235 588 1,265 2,640	.0023 .0110 .0022 .0018 .0807	32 39 29 50 94
Chattahoochee . 128 Chattooga . 142 Cherokee . 127 Clarke . 127 Clay . 149	8.9 15.4 20.0 25.6 6.9	.0072 .0125 21.3 .0163 14.4 .0209 71.0	40.8 47.0 46.6 224.7 34.2	1.1 3.1 4.2 6.2 1.6	.7 2.8 4.0 3.7 .6	28.11 64.41 42.05 75.72 14.50	57.95 24.28	509 2,556 2,388 9,374 591	.0014 .0071 .0066 .0260 .0016	167 129 62 429 22	57 45 30 52 38	1,646 654 505 704 258	2,501 5,133 4,104 11,166 1,549	.0040 .0081 .0065 .0176 .0024	2,320 1,638 979 1,793 971	2,891 1,754 1,007 2,335 1,532	.0047 .0073 .0054 .0220 .0017	65 58 33 105 30
Clayton 127 Clinch 130 Cobb 127 Coffee 129 Colquitt 125	10.3 7.0 35.4 19.7 30.6	.0084 2.7 .0057 .0288 21.5 .0160 21.3 .0249 26.2	72.3 9.4 100.3 31.2 57.9	2.2 1.7 8.0 3.9 6.2	1.6 .8 8.5 2.8 4.6	12.87 71.90 47.41 24.68 37.33	28.10 52.59 75.32	747 772 5,565 2,608 5,354	.0021 .0021 .0155 .0072 .0149	90 42 294 117 169	73 66 51 45 42	675 309 664 420 466	2,054 1,599 8,794 3,447 9,971	.0032 .0025 .0139 .0054 .0158	930 946 1,098 872 1,597	1,113 1,328 1,228 1,043 1,883	.0033 .0023 .0149 .0062 .0132	39 40 52 39 53
Columbia 126 Cook 129 Coweta 127 Crawford 129 Crlsp 129	8.8 11.3 25.1 7.0 17.3	.0072 .0092 .0205 .0057 .0141 39.6	22.0	2.0 2.4 5.6 1.5 4.1	.8 1.7 3.3 .7 2.0	14.35 26.40 49.26 16.06 36.79	73.60 50.74 83.94	475 1,408 4,406 321 3,088	.0013 .0039 .0122 .0009 .0086	29 58 121 16 116	48 47 32 50 41	503 433 518 243 347	1,232 1,865 7,477 894 5,509	.0019 .0029 .0118 .0014 .0087	631 777 1,334 603 1,336	969 930 1,745 871 1,892	.0016 .0033 .0101 .0010 .0078	22 36 49 18 55
Dade 142 Dawson 127 Decatur 125 DeKalb 127 Dodge 129	4.1 3.5 23.6 70.3 21.6	.0034 .0029 .0192 25.9 .0572 54.1 .0176 13.9	22.3 16.2 40.5 258.4 50.1	.8 5.2 16.6 4.6	.8 .7 2.5 13.9 2.8	47.85	90.99 58.14 52.15	349 137 2,617 10,220 2,579	.0010 .0004 .0073 .0284 .0072	16 16 179 528 64	62 46 69 50 40	651 367 341 514 298	472 351 4,616 41,470 4,109	.0007 .0006 .0073 .0655 .0065	546 465 886 2,502 886	558 465 1,257 2,750 1,132	.0008 .0006 .0080 .0405 .0057	24 21 42 71 32
Dooly	18.0 22.3 9.5 18.3 2.8	.0147 .0182 65.0 .0077 .0149	45.4 65.2 45.5 34.9 7.6	3.9 5.9 2.0 4.1	1.7 2.2 1.6 1.8	26.94	29.65 73.06 81.89	2,099 7,909 1,167 1,885 168	.0058 .0220 .0032 .0052 .0005	54 352 54 81 7	28 61 50 46 39	314 590 421 243 175	3,419 13,352 2,523 2,928 295	.0054 .0211 .0040 .0048 .0005	875 2,276 1,240 708 454	3,507 1,406 1,030	.0047 .0205 .0033 .0047 .0005	32 113 43 32 23
Effingham 130 Elbert 127 Emanuel 129 Evans 130 Fannin 127	10.2 18.5 24.1 7.1 13.0	.0083 .0151 25.1 .0196 .0058 .0106	22.7 51.2 31.5 24.7 32.3	2.3 4.0 5.1 1.4 2.6	1.3 2.5 3.1 .9 2.6	25.81 32.14	63.76 74.12 67.86	656 2,681 2,804 1,108 1,048	.0018 .0074 .0078 .0031 .0029	48 107 157 41 41	41 42 56 37 58	388 588 340 429 289	1,340 4,417 5,545 1,441 1,269	.0022 .0070 .0088 .0023 .0020	588 1,103 1,084 1,018 486	1,413 1,402 1,262	.0022 .0067 .0083 .0025 .0023	27 44 42 43 22
Fayette 127 Floyd 127 Forsyth 127 Franklin 127 Fulton 127	8.7 48.7 10.6 15.9 335.2	.0076 .0396 44.8 .0087 .0129 .2730 83.3	37.0 96.9 43.0 57.0 1,650.7	1.8 10.6 2.3 3.3 81.1	1.3 8.6 2.3 2.7 54.7	9.64	23.56 90.36 7 79.53	551 12,905 768 1,682 175,682	.0015 .0358 .0021 .0047 .4880	27 379 21 49 7,748	55 35 33 40 55	378 635 330 503 923	1,282 21,086 1,296 3,501 201,391	.0020 .0333 .0020 .0055 .3182	563 1,068	2,229 564 1,180	.0016 .0296 .0017 .0042 .4030	21 75 20 33 148
Gilmer 127 Glascock 126 Glynn 130 Gordon 127 Grady 125	7.4 4.3 19.4 16.9 19.2	.0080 .0036 .0158 72.2 .0137 .0156 16.5	44.9	1.5 1.0 4.9 3.6 4.1	1.5 .7 2.6 3.4 2.7	23.5 89.1	9 76.41 8 10.82 8 75.72	501 536 5,762 2,338 2,118	.0014 .0015 .0160 .0065 .0059	292	56 35 56 41 46	279 437 612 609 347	937 746 7,626 4,166 3,613	.0015 .0012 .0121 .0066 .0057	1,561	916 2,127 1,199	.0014 .0015 .0144 .0062 .0058	91
Greene127	12.6	.0103	30.3	2.9	1.3	31.6	68.35	1,249	.0035	64	50	370	2,304	.0036	797	1,140	.0035	34

THE CONSTITUTION HAS DUG OUT THE FIGURES

ON THE ATLANTA MARKET



Newspaper Coverage
The Atlanta Constitution's Constitution's Constitution's Constitution's Coverage of this market is far coverage.

Newspaper Coverage

The Atlanta Constitution's Carrier, Itelas Carrier, Itelas

The blocked-out portion on this map indicates the area included in Metropolitan Atlanta and the A B C Retail Trading Zone. It comprises 60 of Georgia's 159 counties. Covers a radius of 75 miles and is equaled in land area by only one leading American city. Its area is greater than the combined areas of the states of Massa-chusetts, Rhode Island, Connecticut and Delaware. The 1930 Census gives it 1,291,957 population; 42.4% live in Urban Areas, 8.7% are Villagers, 48.9% are found in Rural Areas. . . . In Dollar Volume Retail Sales the Atlanta Market is greater than that of any of the following 17 states: Maine, New Hampshire, Rhode Island, Vermont, Delaware, South Carolina, Arkansas, Mississippi, Arizona, New Mexico, Wyoming, Nevada, Idaho, Montana, Utah, North and South Dakota. . . . It is one of the best test markets in the country and its more than 300 Wholesalers and 14,000 Retail Outlets offer ample facilities for quick distribution.

Areas.

for greater single-shot coverage.

IN GEORGIA THERE ARE

DISTINCT MARKETS...

DISTINCT MARKETS...

THE GEORGIA THERE ARE

THE STATES TOTAL RETAIL SALES COME

THE GEORGIA THE SALES COME

THE GEORGIA THE

There Is No Substitute for Facts

Before you advertise get the facts. The Constitution is prepared to give you a complete breakdown of the Atlanta Market — write; wire or call The Atlanta Constitution todáy or our national representatives.

KELLY-SMITH CO. Atlanta—Detroit New York—Chicago Philadelphia—Boston

R. J. BIDWELL CÓ. 742 Market Street San Francisco 1031 S. Broadway Los Angeles

•	FROM	11	With	the Allo	per Cent of	1	
	1.,	custo of (Georgia	Iret	State	-1	
	a Comparison of the	State	The Atlanta N		45.9%	1	
Ic	a Comparison		2000 .		.53.1%	1	
Here 15	Total State of Georgia	1	289,800		=27 7 70	1	
	Total	652,00	11010				
POPL	OLATION† otal Families otal Families Registrations	331,622	13,070		54.09	cent of	
		24,796 \$893,052,000	13,070 \$456,735,000 \$316,204,000	N N	umber of Per	e Total	
		- DE 727.000	1 coles	State Total	4 068	44.0	
1	1938 New Car Sales 1938 New Car Sales MILY BUYING POWERT SALEST	Number of Outlets	Volume 000	50.4% 59.2 47.1	506	46.2	
RE	TAIL VO	outlets nume 11,127 034,000 3,746	13,000,000	64.8 57.0	513 792	46.0 45.3	
CI	ASSIFICA Sales (A) \$100.	047,000 2,850	49,850,000	49.0	2.044	46.4 47.4 45.8	١
	GLOTES 30	000 375	36,693,000	53.0 45.4	378 498 1,115	43.2	١
1,	General Merchandise	4.901.000	10,310,000	52.6 58.0	1,110		
1	Apparel Group	20,112,000	086 11,150,000				
1	Filling and and	22.703.000 21.206.000 32.716.000	580	(e) A T	C Bonant	1020	
1	Lumber-Building Drug Stores Other Stores			(†) S.	B C Report M. 1939. Isus of Bus.		
- 1	Other Sto			(A) CEI	or Dus.	1000.	

Concentrate IN THE ATLANTA MARKET FOR GREATER SALES and USE THE CONSTITUTION FOR GREATER CONCENTRATED COVERAGE!

G E O R G I A—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST			0 SAL 1938	ES,		CTIVE BI			SAL MANA MEI MARI CONTI	GE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (In thousands)	U. S. A.	New Pas- senger Car	1938-	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy Ing Pow Inde
Gwinnett	27.9 12.8 30.3 13.1	.0104	12.0	44.0	6.1 2.7 6.5 2.7	5.4 2.5 5.8		62.53 63.03 47.96 81.36	3,567 2,195 6,500 976	.0099 .0061 .0181 .0027	105 76 220 71	34 42 49 58	462 532 602 268	4,638 2,456 9,754 2,115	.0073 .0039 .0154 .0033	765 926 1,493 780	817 958 1,598 1,268	.0076 .0047 .0150 .0032	3 4 6 3
laraison	13.3 11.2 15.2 9.1 15.9	.0091 .0124 .0074		46.7 22.2 58.1 31.9 49.1	2.8 2.5 3.1 1.9 3.4	2.5 .8 2.3 1.4 1.8	10.32 16.48 6.34	89.68 83.52 93.66	514	.0049 .0022 .0043 .0014 .0045	58 31 37 21 61	32 34 45 78 42	422 353 298 263 477	2,318 2,049 3,511 725 2,964	.0037 .0032 .0055 .0011 .0047	822 835 1,121 383 861	871 1,325 1,307 447 1,173	.0039 .0023 .0039 .0012 .0041	
feuston	11.3 12.2 21.6 8.6 8.1	.0099 .0176 .0070	13.8	25.5 32.3 60.9 26.8 27.1	2.6 2.4 4.6 2.0 1.7	.8 1.5 3.7 .8 1.3	20.51 28.62 17.73	79.49 71.38 82.27	927 2,468 1,184		40 56 85 33 28	39 44 38 48 39	268 351 438 350 314		.0034 .0029 .0065 .0032 .0025	842 765 892 1,023 935	976 998 1,532	.0033 .0028 .0059 .0027	
lefferson. 126 lenkins. 130 lohnson 129 lones. 129 lamar. 127	20.7 12.9 12.7 9.0 9.8	.0105 .0103 .0073	19.5	43.4 23.9		1.7	17.23 14.58 18.14	82.77 85.42 81.86	1,509 1,253 429	.0052 .0042 .0035 .0012 .0038	118 49 35 27 49	39 38 113	381 237 265 247 473	4,206 3,189 1,975 942 1,914	.0015	936 1,071 694 503 880	1,392 1,648 899 776 1,177	.0080 .0039 .0028 .0014 .0031	
anier 129 aurens 129 ee 125 liberty 130 lincoln 126	5.2 32.7 8.3 8.2 7.8	.0266 .0068	20.4	27.2 40.6 25.5 15.0 27.0	7.2 2.1 1.8	.4	26.44 8.95 38.62	73.56 91.05 61.38	543 613	.0015	28 47	44 44 47	320 314 253 321 346	6,633 699 740	.0012	561 917 330 415 764	717 1,214 602 677 1,067	.0014	
eng. 130 .owndes. 129 .umpkin. 127 ricDuffle. 126 ricIntosh. 130	4.2 30.0 4.9 9.0 5.8	.0244 .0040 .0073	44.9	10.6 62.1 17.6 31.4 12.3	2.1	1.0	60.81 17.44 28.39	39.19 82.56 71.61	6,629 360 1,328	.0184 .0010 .0037		59 37 58	294 599 309 454 315	252 11,890 946 2,520	.0004 .0188 .0015	1,740	378 2,387 898 1,691	.0006 .0186 .0012 .0042	
Macon	16.6 14.9 7.0 22.4 9.1	.0122 .0057 .0183	16.5	50.1 52.5 19.4 45.2 35.9	1.6	2.6 .7 2.3	10.41 19.65 28.63	80.35	1,001 560 2,120	.0028 .0015 .0059	115	75 43 59	275 435 362 302 232	2,812 840 4,564	.0054 .0044 .0013	887 880 540 949	1,435 978 767 1,335	.0043 .0033 .0013	
Mitchell	23.6 11.6 10.0 12.5 9.2	.0095 .0082 .0102		24.7	2.0 3.0	1.1 1.1 1.2	28.24 23.96 11.99	71.76 76.04 88.01	1,378 724 1,655	.0086 .0038 .0020	100 62 33 65	41 54 49 45	322 382 282 341 425	4,988 2,171 1,547 2,809	.0079 .0034 .0024	970 867 782 930	1,376 1,264 1,041 1,391	.0072 .0035 .0020	
Muscogee. 128 Newton. 127 Oconee. 127 Oglethorpe 127 Paulding 127	\$7.6 17.2 8.1 12.9 12.3	.0141	35.1		3.8 1.8 2.8	2.3 1.3 1.4	54.03 5.34 12.37	45.97 94.66 87.63	3,224 279 758	.0601 .0090 .0008	778 93 13 26	50 31 37 24	661 473 400 308 262	27,149 4,387 784 1,293	.0429 .0069 .0012	1,986 1,146 445 464	2,509 1,479 527 639	.0478 .0069 .0009	3
Peach 129 Pickens 127 Pierce 130 Pike 127 Polk 127	10.3 9.7 12.5 10.9 25.1	.0079 .0102 .0088		41.9 36.3 45.8	2.0 2.6 2.3	1.9 1.8 1.2		44.61 71.42 88.10	896 1,352 812	.0025	55 69 48	62 52 45	441 443 366 420 508	3,661 1,253 1,957 1,588	.0058 .0020 .0031	1,531 615 761 691	2,408 642 921 946	.0048 .0024 .0038	5
Pulaski 129 Putnam 127 Quitman 149 Rabun 127 Randolph 125	9.0 8.4 3.8 6.3 17.2	.0068		34.9 23.2 26.5 16.8 41.7	1.8 .8 1.3	.7 .3 1.3	25.67 23.67	74.33 76.33 75.07	1,395 1,035 170 1,006	.0039 .0029 .0005	62 50 56	45 50 14 46	363 334 291 499 323	1,893 1,328 358 1,544	.0030 .0021 .0006	896 721 446 1,161	1,349 1,104 713 1,183	.003 4 .002 2 .000 3 .002	4
Richmond 126 Rockdale 127 Schley 128 Screven 130 Seminole 125	73.0 7.2 5.3 20.5 7.4	.0058 .0044 .0167		228.8 60.9 34.7 25.8 30.8	1.6 1.2 4.4	1.1 .5	43.06 17.09 17.26	56.94 82.91 82.74	25,713 914 407 1,761	.0714 .0025 .0011	801 37 19	47 27 59 36	600 443 349 367 388	31,650 1,186 883 3,800	.0500 .0019 .0014	1,741 72: 76: 86:	2,356 883 1,153 1,276	.054 3 .002 3 .001 8 .005	4
Spalding 127 Stephens 127 Stewart 128 Sumter 129 Talbet 128	23.5 11.7 11.2 26.8 8.5	.0096 2 .0091 3 .0218	39.	70.7 27.0 5 58.8	2.4 2.4 6.5	2.0	39.90 31.51 32.19	60.10 68.49 67.8	2,065 976 4,40	.0057	138 54 183	63	625 551 285 380 234	10,689 3,649 1,730 8,000	.0169 .0058 .0027	1,96 1,50 7 7 1,22	2,440 2 1,660 7 1,173 7 1,94	8 .016 8 .006 3 .002 9 .011	3 2 7 5
Taliaforro 126 Tattnali 130 Taylor 128 Teifair 129 Terrell 125	6.2 15.4 10.6 15.0 18.3	.0126 .0086 .012		31.2	3.2 2.3 3.1	2.5 1.2 2.1	20.90 24.90 35.94	79.16 75.03 4 64.06	1,35 2 1,00 8 1,92	.0038 .0028 .0053	1 14 100 50 50 50	52 2 45 3 46 8 36	286 442 36 371 300	1,030 1,930 1,960 3,390	0 .0016 0 .0031 5 .0031	74 60 85 1 1,07	5 1,19 6 69 4 1,16 9 1,33	.001 4 .004 3 .002 4 .004	2 1 9 6
Thomas 125 Tift 129 Teombs 129 Towns 127 Treutien 129	32.0 16.1 17.1 4.1 7.1	.013 2 .013 3 .003	21.	1 66.1 8 43.7	3.0	2.3	35.78 35.78 10.1	2 55.2 8 64.2 7 89.8	5,53 8 3,41 2 2,18 3 25	3 .0154 9 .0099 1 .006	260 160 140 7 2	8 63 0 54 6 61 0 80	45- 59: 35- 27: 28-	10,46 5,12 4 4,08 2 44	4 .0169 0 .0089 4 .0069 0 .0009	1,38 1,42 5 1,18 7 50	7 1,93 2 1,77 8 1,43 0 50	2 .015 2 .008 1 .006 0 .000	3 6 7 8
Troup. 127 Turner 128 Twiggs 129 Union. 127 Upeon. 127	8.6.	2 .009 4 .006 3 .005	1 8 2	48.1 26.1	2.4 7 1.1 8 1.1	1.	21.5 7 30.7 3 5.7	2 78.4 1 69.2 9 94.2	8 1,24 9 38 1 22	5 .003 0 .001 3 .000	5 0 1	0 52 2 41 9 28	19	8 13,46 6 2,10 6 1,09 0 68	1 .021 2 .003 3 .001 2 .001	3 1,66 3 88 7 62 1 52	4 2,16 7 1,12 2 94 0 52	9 .020 5 .003 1 .001	4 1 1 7
Walker 142 Walton 127 Ware 130 Warren 126 Washington 126	21. 26.	1 .017 6 .021 3 .009	2 17. 6 58. 1	5 63.1 4 34.4 27.	7 5.3 8 4.4 4 6.7 7 2.	7 5. 7 3. 1 3.	2 58.5 2 37.1	6 41.4 2 62.8 7 27.2 5 84.3	3,33 8 2,65 3 7,21 5 82	6 .009 9 .007 3 .020 0 .002	3 13 4 8 0 27 3 4	6 37 9 41 9 49	66 45 52 30	7,88 6 4,46 1 10,62 9 2,20	7 .012 4 .007 9 .016 7 .003	5 1,39 1 95 8 1,73 5 93	4 1,46 9 1,16 0 2,16 6 1,46	.009 3 .006 5 .017 0 .002	6 3 1 7

Citlanta Journal AND The Journal GET A HEAD START IN 1939

Riding on a wave of good business activity, Atlanta has taken a running start during the first two months of 1939...going well ahead of national prosperity.

Spring buying is now in full swing. Merchants are enjoying happy days, profitable days, crowded stores and a substantial increase in retail sales.

Bank clearings for January and February show the largest gains since the recovery movement began. Employment and pay rolls are up... department store sales are above last year... building permits are ahead of 1938. Everything points to the fulfillment of Roger Babson's prediction: "1939 will be Atlanta's most satisfactory business year since 1929... maybe for all time!"

With prosperous Atlanta providing the Buying Power, The Atlanta Journal provides a strong and effective Selling Power... the South's greatest sales-producing combination. Just as Atlanta has a head start on the nation in business activity, The Journal has the lead over all Atlanta newspapers in advertising linage, both local and national.



THE ATLANTA JOURNAL

The Journal Covers Dixie Like the Dew

O'MARA AND ORMSBEE, INC., NATIONAL REPRESENTATIVES

New York on Chicago on Borton on Deletel on San Francisco on Los Angeles on Allia

ATLANTA'S LEADER IN ADVERTISING LINAGE FOR 28 CONSECUTIVE YEARS



G E O R G I A—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST			O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Per M	Dollars (in thousands)	U. %. A.	Per Fam- ily	Per White Fam- Ily	National Buying Power %	Buy- ing Power Index
Wayne	12.7 5.0 9.2 6.1 20.8	.0103 .0041 .0075 .0049		20.6 16.7 34.7 24.7 73.5	2.7 1.1 1.8 1.2 4.4	1.9 .4 1.3 1.2 4.1	6.59 13.81 11.36	93.41 86.19 88.64	1,802 105 378 201 4,444	.0050 .0003 .0010 .0006 .0123	67 10 24 9 195	44 53 52 28 53	328 172 249 327 686	2,032 373 849 480 7,333	.0006 .0013 .0007	751 352 462 387 1,656	892 525 562 400 1,725	.0039 .0005 .0 12 .0008 .0113	12 16 12
Wilcex	13.4 15.9 10.8 21.1	.0109 .0129 .0088 .0172	19.8	33.3 34.8 23.0 32.4	2.9 3.7 2.5 4.5	1.6 1.3 1.3 2.4	20.66 36.64	79.34 63.36	976 1,638 575 1,041	.0027 .0045 .0016 .0029	26 79 45 62	31 55 51 52	274 326 304 252	2,333 2,780 1,463 2,380	.0044	805 755 597 527	1,067 1,175 814 718	.0021	33 24
STATE TOTAL	2,908.5	2.3689	30.7	49.5	652.8	402.7	49.54	50.46	585,727	1.6269	24,796	50	508	893,052	1.4112	1,368	1,745	1.4421	81

For Georgia City figures, see page 102

FLORIDA

Alachua 131 Baker 131 Bay 133 Bradford 131 Brevard 131	34.4 6.3 12.1 9.4 13.3	.0278 .0051 .0098 .0077 .0108	30.4 44.6 20.1	37.9 10.6 15.5 32.3 13.0	8.2 1.4 3.0 2.1 3.8	4.4 .9 2.2 1.5 2.6	53.97	51.48 48.03 14.56 71.23 47.46	6,426 527 4,265 1,108 4,163	.0178 .0015 .0118 .0031 .0118	552 62 243 87 226	62 74 65 81 70	675 335 792 424 811	9,967 1,401 5,143 1,523 7,043	.0158 .0022 .0081 .0024 .0111	1,211 1,008 1,728 725 1,873	1,638 1,252 2,036 875 2,262	.0208 .0023 .0108 .0033 .0115	75 45 110 43 108
Broward 132 Calhoun 133 Charlotte 134 Citrue 134 Ciay 131	20.1 7.3 4.0 5.5 6.9	.0164 .0059 .0033 .0045	70.4	16.6 13.7 5.8 8.9 11.2	5.6 1.6 1.1 1.4 1.8	3.9 1.2 .9 .9	53.58 63.84	73.59 56.49 46.42 36.16 56.87	8,778 635 961 876 708	.0244 .0018 .0027 .0024 .0020	846 68 50 21 46	79 78 64 31 44	1,607 373 537 446 482	11,055 809 791 1,220 1,524	.0175 .0013 .0013 .0019 .0024	1,981 515 688 860 852	2,389 589 787 1,070 1,019	.0286 .0022 .0022 .0018 .0023	174 37 87 40 41
Collier	2.9 14.6 143.0 7.7 6.4	.0023 .0119 .1164 .0063 .0052	30.1 87.7 52.7	1.4 18.5 70.8 12.1 9.0	.6 3.4 40.1 2.0 1.6	2.0 32.5 1.6 .7	36.49 42.16 81.61 50.07 85.49	63.51 57.84 18.39 49.93 14.51	728 2,431 98,112 1,561 1,024	.0020 .0068 .2725 .0043 .0029	4 195 5,219 105 21	6 85 64 65 42	880 483 1,647 627 620	940 3,890 118,442 3,420 1,312	.0015 .0061 .1872 .0054 .0021	1,521 1,141 2,952 1,696 808	1,767 1,490 3,305 1,929 1,167	.0012 .0077 .2437 .0051 .0020	52 65 209 81 38
Duval131	155.5	.1267	86.9	198.9	39.0	25.5	95.11	4.89	56,362	.1566	3,522	69	793	108,366	.1713	2,779	3,456	.1703	134

CASH REGISTERS RING IN ST. PETERSBURG!
THE SOUTH'S LEADING RESORTS SCORE AGAIN

St. Petersburg with \$3,127 effective buying income per family salutes Miami's \$3,284, which nosed St. Petersburg out of first place among Florida's major markets.

ST. PETERSBURG'S FAMILY E. B. I. IS

47.7% Greater than that of the United States. 62.9% Greater than that of the State of Florida.

ST. PETERSBURG'S CASH REGISTERS WILL CONTINUE TO RING THROUGH THE SUMMER \$40,000,000 BROUGHT HERE THIS WINTER BY OUR WINTER RESIDENTS

PETERSBURG \$3,127 RING THROUGH THE SUMMER WITH OUR WINTER RESIDENTS MIAMI

WSUN

NBC AFFILIATE
5,000 W DAY
1,000 W NIGHT

ST. PETERSBURG NEWSPAPERS' SERVICE

Representing

ST. PETERSBURG TIMES

EVENING INDEPENDENT

Represented nationally by Theis & Simpson Co., Thomas F. Clark Co., and in Jacksonville

FIRST IN COMMUNITY SERVICE

WIOD leads in producing outstanding programs for schools, Parent-Teacher Associations and all civic enterprises. It conducts special radio classes for Dade County high schools.

WIOD successfully co-sponsored South Florida's first annual Music Festival.

WIOD was the only radio station to broadcast direct from the great Redlands Fruit Festival, and the Broward County Fair.

FIRST IN NETWORK PROGRAMS

WIOD brings the nation's finest radio programs to South Florida—from the NBC Red and Blue networks.

WIOD is FIRST in listener preference surveys.

WIOD CONSISTENTLY builds listener loyalty—and RESULTS for its advertisers!

WIOD

610 KC NBC Red and Blue Networks

FIRST

The Miami Daily News is first in news coverage. It has the only Wirephoto page . . . and woman's page . . . in South Florida . . . the only rotogravure section in the state It publishes weekly one of the finest food sections in the nation.

The News recently won for Miami the right to recall city officials.

It co-sponsored South Florida's first Music Festival—annually promotes Golden Gloves, bowling, softball tournaments and other athletic events. Its Homemaker Club has 2,000 active women members . . . the Junior News Club, 5,000 boy and girl members.

FLORIDA'S GREATEST MARKET

These 10 counties in South Florida — Dade, Broward, Collier, Glades, Hendry, Martin, Monroe, Okeechobee, Palm Beach and St. Lucie—had 31% (\$143,-284,000) of Florida's total 1938 Retail Sales (\$457,076,000) • . . .

25% (\$181,568,000) of the State's total 1938 Effective Buying Income (\$722,325,000)—as estimated by Sales Management.

Dade County (Miami) was tops with 1938 estimated retail sales of \$98,112,000 . . . and an effective buying income of \$118,442,000.

Other interesting data for the rich South Florida market will be found in this issue of Sales Management.

The Miami Daily News has unsurpassed reader-influence and response. It produces PROFITABLE results for its advertisers. Include it in your "MUST LIST."

MIAMI DAILY NEWS

MIAMI, FLORIDA



F L O R I D A—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	D SAL 1938	ES,		CTIVE B			SALI MANA MEI MARI CONTE	NGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami-	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937		Dollars (in thousands)	U. \$. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Escambia 133 Flagler 131 Franklin 131 Gadeden 131	53.6 2.5 6.3 29.9	.0437 .0020 .0051 .0243	58.9 50.1 31.4	81.6 5.0 11.6 55.4	12.9 .7 1.7 6.1	9.1 .4 1.0 2.4		25.36 18.72 10.21 58.12	1,166	.0410 .0013 .0032 .0114	1,044 15 42 356	69 34 55 71	752 609 251 384	29,076 610 1,374 5,066	.0460 .0010 .0022 .0080	2,253 934 811 837	2,706 1,171 1,073 1,274	.0010	108 50 49 52
Glichrist 131 Glades 134 Gulf 133 Hamilton 131 Hardee 134	4.1 2.8 3.2 9.5 10.3	.0034 .0022 .0026 .0077 .0084	24.8	11.8 3.6 5.7 17.9 16.4	.9 .7 .8 2.1 2.5	.7 .5 .5 1.2 2.3		61.54 30.74 57.02	445 483 216 865 1,673	.0012 .0013 .0006 .0024 .0046	44 3 46 63 138	88 17 184 70 72	539 378 966 301 622	717 591 718 2,070 2,527	.0011 .0009 .0011 .0033 .0040	785 853 925 979 995	903 1,053 1,189 1,297 1,055	.0015 .0008 .0014 .0030 .0052	
Hendry 134 Hernando 134 Highlands 124 Hillsborough 134 Helmes 133	3.5 4.9 9.2 153.5 12.9		€8.1 70.3	3.0 10.0 9.0 148.2 27.3	.9 1.3 2.5 38.5 2.6	.5 .9 1.8 31.0 2.5	53.17 80.31	46.83 19.69	2,384 44,070	.0035 .0030 .0066 .1224 .0019	97 104 158 2,367 34	60 63	970 755 758 804 225	1,830 1,276 2,520 72,505 2,183	.0029 .0020 .0040 .1146 .0035	1,943 988 993 1,881 827	2,549 1,187 1,193 2,113 848	.0035 .0063 .1200	96
Indian River 131 Jackson 133 Jefferson 131 Lafayette 131 Lake 131	6.7 32.0 13.4 4.4 23.2	.0036	10.5	25.3 7.9	1.0	.7	21.55 28.28 33.05	71.72 66.95	1,018 344	.0028	123 369 75 37 422	74 48	892 299 271 310 870	2,856 6,890 2,233 699 11,994	.0011	1,547 986 681 667 1,857	1,852 1,285 1,108 788 2,189	.0136 .0034 .0013	52 31 36
Lee	15.0 23.5 12.5 4.1 15.6	.0033	45.5		5.7 3.0 1.0	3.	51.28 54.07 54.12	45.93 45.88	5,848 1,361 219	.0162 .0038 .0006	483 66	55	837 714 368 227 337	7,948 4,578 2,002 489 3,485	.0072 .0032 .0008	810 669 508		.0165 .0035 .0005	86 34 15
Manatee 134 Marion 131 Martin 132 Morroe 132 Nastau 131	22.5 29.5 5.1 13.6 9.4	.0241 .0042 .0111	24.6	18.0 8.5 12.4	7.5 1.5 3.4	3.8 .9 2.7	38.50 52.14 83.35	61.50 47.86 16.65	7,193 1,391 2,408	.0200 .0039 .0067	376 54 104	59 42 68	737 593 730 401 676	2,494 5,264	.0153 .0039 .0083	1,292 1,720 1,537	2.178	.0183 .0035 .0068	83 83 81
Okalcosa 133 Okeechobee 132 Orange 131 Oscoola 131 Palm Beach 132	9.9 4.1 49.7 10.7 51.8	.0034 .0405 .0087	62.3	7.9	13.9	10.7 2.3	38.14 51.60 58.82	61.88 48.40 41.18	532 22,504 1,498	.0015 .0625 .0042	1,342 110	55 70 71	408 462 1,165 588 1,184	715 36,444 3,005	.0011 .0576 .0047	699 2,631 940	3,018 1,120	.0014 8 .0633 0 .0049	4 4 3 15 9 5
Pasco 134 Pinellas 134A Polk 134 Putnam 131 St. Johns 131	10.6 62.1 72.3 18.1 18.7	.0506 .0589 .0147	82.7 51.7 35.8	37.9	18.6 18.8 4.9	15.7 14.4 2.8	84.42 59.41 55.17	15.58 40.58 44.83	30,082 19,419 3,504	.0836	1,748 1,279 220	63 59 66	753 1,316 895 504 684	51,367 32,674 5,202	.0812 .0516 .0082	2,760 1,738 1,054	3,020 2,000 1,400	8 .0852 3 .0573 2 .0096	2 16 3 9 6 6
St. Lucie 132 Santa Rosa 133 Sarasota 134 Seminole 131 Sumter 131	7.0 14.1 12.4 18.7 10.6	.0115 .0101 .0153	67.5	13.7	3.1 3.3 5.0	2.5 2.6 2.8	39.57 83.34 52.89	60.43 16.66 47.11	1,308 5,406 4,628	.0036 .0150 .0129	73 340 227	59 65 58	1,313 369 1,371 733 450	2,960 7,120 9,700	.0047 8 .0113 8 .0153	958 2,163 1,925	1,066 2,469 2,570	6 .0040 5 .0147 6 .0133	0 3 7 14 3 8
Suwanee 131 Taylor 131 Union 131 Volusia 131 Wakulia 131	15.7 13.1 7.4 42.8 5.5	.0107 .0061 .0348	60.7	12.6 30.0	3.2 1.3 12.4	1.8 .9 8.9	77.62 33.98 59.72	22.38 66.02 40.28	1,993 2 282 3 15,951	.0055	100 19 964	66 46 46	411 365 346 926 283	3,272 981 29,112	2 .0052 3 .0016 2 .0466	1,026 750 2,331	1,35 91 2,78	5 .0053 7 .0011 5 .0468	3 5 1 1 8 13
Walten	14.6 12.2			13.3	3.1	2.5	31.10	68.90					256 256		.003	760		9 .0040	0 3
STATE TOTAL	1,468.2	1.1958	51.7	26.8	378.4	265.8	61.79	38.2	457,076	1.2696	27,65	68	865	722,32	1.1416	1,919	2,30	0 1.2830	0 10

For Florida City figures, see page 104

South Atlantic States—City Data

DELAWARE

СІТУ					POPUL	ATION				ES VOLU		IN- COME TAX	LOCAL NEWS-	SCALE OF		TIVE BU	YING
СІТУ	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION		Dollars (000 omitted)	% State	Dollars Per Family
Dever	Kent New Castle	38	264,207	4,800 106,597	15.07 66.20	2.01 44.72 * .2152	76.8 88.6	1,400 25,543 65,022	3,403 53,000 88,992	4.06 63.21 * .2472	105,472	75 92	55,580	80.0 113.9	3,000 73,053 151,657	2.14 52.18 * .2397	2,143 2,860

°% of U. S. A.

For Delaware County figures, see page 82

An index to all county and city data, by states and sections, appears on page 5; one to advertisers, on page 204.

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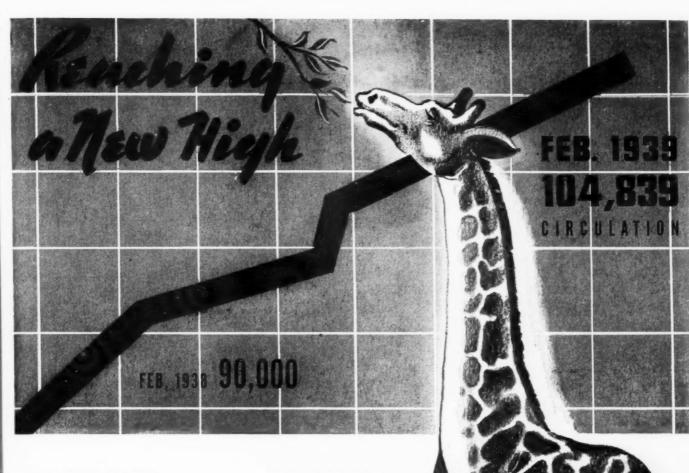
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NO PREMIUMS NO PRIZES

The Miami Herald has accomplished what no other Florida newspaper has ever done! It reached a net paid circulation of over one hundred thousand during the peak of our season this year. An all time high in Florida newspaper history!

This gain represents a new market of 14,000 families, the equivalent of a city the size of St. Petersburg, Florida. Think of it! Fifty thousand new prospects. Fifty thousand people who bought the every day necessities of life and indulged in many of the luxuries. Naturally, this new HIGH in circulation brought a new LOW in reader rate. The Miami Herald continues its steady climb in circulation and month by month consistently shows an increase over the same period a year ago. Why not take advantage of this plus circulation and reach these new prospects at no increase in price?

National Representatives—Story, Brooks & Finely, New York, Chicago, Philadelphia, Cleveland, San Francisco. Garner & Grant, Atlanta.



APRIL 10, 1939

1997

DISTRICT OF COLUMBIA

CITY				1	POPUL	ATION				ES VOLU s—000 on		IN- COME TAX	LOCAL NEWS-	SCALE		TIVE BU	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	TAX RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Vashington Washington		42	811,932	486,869		* .6616	72.7	125,554 199,252	371,155 451,490	100 * 1.2539	239,573	220	534,288	230.0	473,005 632,322		3,767

*% of U. S. A.

MARYLAND

	nne Arundel	35,000	12,531 804,874	22.71 86.58	.77 48.70	72.8 82.2	2,613 193,991	6,830 331,259	1.35	1,822 467,076	101 64	497,322	101.4	6,271 531,535	.69 58.41	2,400 2,740
BaltimoreAl CumberlandAl	illegany	1,428,839				96.9	339,087 8,886 39,781	444,650 17,911 38,481		14,151	61	23,448		782,988 19,682 58,974	* 1.2375 2.16 * .0933	
Frederick Frederick Williams Hagerstown Williams	rederickVashington41	140,123	14,434 30,861	26.52 46.83	* .14 7 .88 1.89 * .11 4	89.2 95.0	3,694 7,686 33,801	8,651 14,934 35,095	1.70 2.94 • .0976	3,243 12,544	53 50	12,652	82.9 84.0	7,351 15,987 53,083	.81 1.76 * .0838	1,990 2,080

*% of U. S. A.

For Maryland County figures, see page 82

VIRGINIA

Alexandria. **Bristol. Bristol. Charlottesville. Danville. Danville. Fredericksburg	Arlington Washington Albemarie Pittsylvania	139	32,569 298,171 137,000 186,748 60,000	24,149 8,840 15,245 22,247 6,819	46.67 1 36.10 26.60	1.00 .37 * .2428 .63 .92 * .1521 .28	79.6 86.5 73.2 75.2 82.1	5,863 1,989 61,517 3,715 5,218 37,120 1,570	11,822 3,351 42,917 9,500 15,157 31,160 6,172	2.24 .63 • .1191 1.80 2.87 • .0866 1.17	13,244 3,773 4,419 30,150 7,034	109 42 69 57	5,294 13,457 20,795	64.8 111.3 34.0	19,172 2.23 2,785 .32 68,183 * .1078 8,322 .97 7,300 .85 40,087 * .0634 2,842 .33	1,39
Harrisonburg Harrisonburg Hopewell. Lynchburg Lynchburg Newport News Newport News Norfolk	Prince George Campbell Warwick	109	80,788 191,897 69,463 459,046	7,232 11,327 40,661 34,417 129,710		.30 .0657 .47 1.68 .1561 1.42 .0564 5.36 .3739	88.4 76.3 61.3 65.9	1,719 18,485 2,442 9,333 40,718 8,565 16,146 31,859 102,347	5,102 16,531 2,016 18,411 40,618 16,177 24,062 56,125 101,739	.96 .0459 .38 3.48 .1128 3.06 .0669 10.61 .2825	2,547 544 24,010 8,084 98,779	57 28 53 57 56	7,816 18,644 16,809 87,688	51.4 72.8 89.4	2,149 .25 20,588 * .0326 3,353 2.39 21,121 2.466 68,319 * .1061 24,230 2.82 44,482 * .0703 84,522 9.83 180,364 * .2850	1,37 2,26 2,82 2,65
Petersburg	Dinwiddie	114	100,000 150,000 896,168 284,082 54,678	28,564 45,704 182,929 69,206 11,990	23.90	1.18 1.89 7.56 • .5673 2.86 • .2314 .49 • .0446	55.9 58.6 71.0 82.1 84.9	7,335 11,255 44,774 154,220 15,898 80,700 2,402 11,501	11,430 13,400 86,277 160,899 31,690 55,806 6,244 11,759	2.16 2.53 16.31 * .4471 5.99 * .1549 1.18 * .0327	17,340 4,583 195,850 28,839 3,933	39 55 80 65 58	160,163 48,789 8,041	100.0	12,785 1.49 28,441 3.31 123,352 14.34 258,831 4.46 93,620 1.478 3,937 16,665 0.026	1,63
Winchester	Frederick	44	31,189	10,271 10,855	31.31 45.20	.42 .45 * .0253	62.9 90.3	2,528 2,705 7,338	4,860 7,056 9,258	.92 1.33 * .0257	9,172 3,007	47 50	4,774	88.1	3,446 .40 5,310 .62 12,289 * .019	1,9

**See also Bristol, Tenn.
*% of U. S. A.

‡ind. City.

For Virginia County figures, see page 84

WEST VIRGINIA

Beckley Bluefield Charlesten Charlesten Clarksburg Clarksburg Fairmont	Raleigh. Mercer Kanawha. 52 Harrison. 31	128,859 9,38 19,33 60,40 642,477	9 31.53 1.12 8 38.31 3.49 * .523 6 36.75 1.67 * .230	95.8 1 6	2,014 6,015 4,352 7,603 14,067 33,473 11,566 134,377 7,162 15,277 30,928 45,347 5,644 10,118	1.76 5,280 2.22 16,052 9.79 50,750 3.733 4.47 21,540 * .1260 2.96 6,360	71 14, 97 83, 62 34,	591 60.1 704 82.8 568 72.2	3,726 10,523 35,702 212,756 * .3362 14,933 77,014 * .1217 12,152 2.18	1,850 2,418 2,538 2,085 2,153
Huntington Huntington Logan Martinsburg Morgantown Moundsville	Cabell-Wayne	75,57 558,086 4,38 52,216 14,85 76,395 16,18 60,000 14,41	* .454 6 7.51 .25 7 53.00 .86 6 32.32 .93	94.5	7,936 25,625 15,835 87,332 1,053 3,100 3,596 4,780 4,171 7,044 2,886 3,326	7.49 33,415 * .2425 .91 1.40 6,220 2.06 2,883 .97 684	104 35 5,	29.2 73.6 66.5	33,115 134,796 * .2131 1,895 .34 5,139 .92 7,429 1.33 3,299 .59	1,850 1,800 1,429 1,781 1,143
Parkersburg Parkersburg Wheeling Wheeling	Wood	29,62 131,488 	107	96.4 1	7,624 13,304 29,947 22,436 15,554 28,295 32,939 65,032 1,990 2,845	3.89 9,327 * .0622 8.28 36,500 * .1805 3,944	79 32,	275 101.8 383 105.4 20.8	17,688 3.17 44,534 .0703 35,588 6.38 90,917 .1436 2.090 .37	2,320 2,288 1,050

*% of U. S. A.

For West Virginia County figures, see page 87

Revamping SALESMEN'S ROUTE LISTS

"One of our clients was faced with the problem of revamping the route list of their factory salesmen. With the aid of SALES MANAGEMENT'S Survey of Buying Power we broke down each state and listed the cities of 10,000 population and over together with effective buying power in each city. Then alongside each estimate we put the amount of business that each

city could and should do . . . From that point we drew deductions as to which towns were not being covered properly by the firm's road men. We feel that SALES MANAGEMENT'S Survey of Buying Power is the most helpful device available for any advertising agency desiring to make practical recommendations."

RALPH HARRIS, Account Executive, GREY ADVERTISING AGENCY, INC., NEW YORK

0

It's POST readers who make Washington America's Best Market



Yes, Washington leads Sales Management's Pur-

chasing Power Index, with a rating of 225 compared to the nation's 100. Yes, Washington's effective buying income per family is \$3,767—per white family, \$4,361.

But all Washington families don't come up to these high standards. Washington's "A Market" contains 67% of the families, but accounts for 80% of the purchases. So in Washington, as elsewhere, it pays to concentrate on the upper-two-thirds group of families.

The Washington Post gives you maximum concen-

incomes top those of other papers' readers by from 5% to 33%. It's Post readers who bring Washington's buying income up to that high standard that spells sales for you in the nation's capital! That explains why The Washington Post is the only paper which has had an increase in its per cent of all Washington advertising linage each year for the past five years!

The Washington Post

WASHINGTON'S HOME MORNING NEWSPAPER

Osborn, Scolaro, Meeker & Co.

Fenger-Hall, Pacific Coast

NORTH CAROLINA

СІТУ					POPUL	ATION				S VOLUI 000 on		COME TAX	LOCAL NEWS-	SCALE		IVE BUY	
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dellars (000 omitted)	% State	Dollars Per Family
Asheville Asheville Burlington Charlotte Concord Durham Durham	Buncombe. Alamance Mecklenburg. Cabarrus. Durham.	115 116	338,104 80,000 870,274 66,959	50,193 9,737 82,675 11,820 52,037	23.11 64.61 26.67	1.58 • .2754 .31 2.61 • .7087 .37 1.64 • .0900	71.6 94.5 69.6 83.3 64.0	11,695 69,554 1,997 19,243 177,327 2,600 11,478 22,954	20,667 44,902 6,280 33,654 133,762 4,710 18,217 24,212	4.17 • .1247 1.27 6.79 • .3715 .95 3.67 • .0673	2,890 131,955 3,534 17,670	38	37,059 107,416 4,742 30,680	55.4	26,782 88,971 4,933 55,170 262,420 4,355 28,420 42,994	2.92 * .1407 .54 6.01 * .4149 .47 3.10 * .0679	2,470 2,887 1,675 2,478
Elizabeth City	Pasquotank. Cumberland. Gaston. Wayne. Guilford.	118	93,430 150,000 87,904 82,000 286,669	53,569	28.87 21.90 28.26	.32 .41 .54 .47 1.69	62.9 58.9 81.3 54.2 73.8	2,348 2,933 3,697 3,398 11,474 58,647	3,800 6,891 6,487 6,283 22,166 59,894	.77 1.39 1.31 1.27 4.47 * .1664	3,911 17,319 4,400 41,162		6,090 6,449 60,255	35.6 35.8 33.0	5,147 5,056 6,037 5,209 31,163 113,192	.56 .55 .68 .57 3.40 * .1788	2,192 1,724 1,633 1,533 2,716
Greenville	Pitt. Vance. Catawba. Guilford. Lenoir.		70,000 45,000 60,000 108,959 50,000	6,345 7,363 36,745	23.25 16.74 27.63	1.16	54.0 55.2 77.0 80.3 55.5	2,172 1,396 1,635 7,354 2,688	5,600 3,962 4,232 10,070 7,250	1.13 .80 .85 2.03 1.46	19,879 8,694 2,791 9,955 15,942	58 43 30	10,877 4,088	36.9 39.4 40.5 64.6 42.1	3,627 1,815 2,616 17,753 4,967	.40 .20 .29 1.94 .54	1,670 1,300 1,600 2,414 1,840
New Bern Raleigh Raleigh Rocky Mount Saliebury Shelby	Craven. Wake. Edgecombe-Wash. Rowan. Cleveland.	121	82,000 1,055,741 225,000 170,000 75,000	37,379 21,412 16,951	39.44	1.18 * .8600 .68	47.6 66.3 59.4 76.5 80.3	2,917 7,905 210,303 4,858 4,011 2,399	4,730 19,465 163,140 7,419 8,340 4,150	1.50	4,830 21,615 17,314 7,422	72 83 43	75,325 10,558	27.7	4,457 21,620 272,054 9,842 8,026 3,181	.49 2.36 * .4298 1.07 .87 .35	1,528 2,738 2,028 2,001 1,328
Statesville. Thomasville. Washington. Wilmington. Wilmington. Wilmington.	Iredell Davidson Beaufort New Hanover Wilson	119	150,000 150,000 134,623 150,000	10,090 7,035 32,270	21.10 20.09 75.04	1.02 1.096	84.3 83.4 54.9 59.4 50.8	2,353 1,938 1,678 7,778 28,549 2,895		.89 .44 .71 2.33 * .0559 1.51	1,075 681 4,680 15,752	19 36 50	12,784	41.9 32.3 72.8 41.8	2,824 2,837 2,517 20,829 38,711 5,121	.31 .31 .27 2.27 • .0612 .56	1,20 1,48 1,50 2,67 2
Winston-Salem Winston-Salem *% of U. S. A.	Forsyth	120	290,143	75,274	67.40	· 2.38 · .2364	56.8	17,148 60,140			35,437	39	36,117	60.7	41,841 89,888	4.58 • .142	2,440

For North Carolina County figures, see page 88

SOUTH CAROLINA

Anderson. Charleston. Charleston. Columbia Columbia Florence Greenville. Greenville.	Anderson. Charleston. Richland Florence. Greenville.	122 123 124	150,000 224,715 729,192 200,000 454,372	14,383 62,265 51,581 14,774 29,154	61.62 58.86	.83 3.58 1829 2.97 5938 .85 1.68 3701	73.3 54.9 62.1 58.9 62.7	3,417 16,698 51,371 11,184 148,993 3,485 7,192 95,191	7,130 20,132 32,362 22,276 102,218 7,221 18,326 75,165	2.94 8.31 .0900 9.20 .2838 2.98 7.57 .2068	5,490 37,445 34,527 8,023 45,620	38 48 69 48 80	10,393 36,656 61,999 47,633	37.5 60.9 70.3 38.3 51.5	5,467 32,728 60,995 26,282 166,122 5,750 16,182 140,940	1.27 7.61 * .0965 6.11 * .2625 1.34 3.76 * .2226	1,608 1,980 2,350 1,650 2,250
Greenwood Rock Hill	Greenwood. York. Spartanburg. Sumter.		70,000 50,000 293,447 123,760	11,020 11,322 28,723 11,780		.63 .65 1.65 .68	68.1 78.5 65.8 56.3	2,551 2,545 6,902 2,840	4,644 4,233 12,520 5,992	1.92 1.75 5.17 2.47	3,682 23,537 5,572	30 37 47 39	21,421	46.9 38.9 40.8 36.1	4,184 3,792 11,526 3,607	.97 .88 2.68 .84	1,640 1,490 1,670 1,270

For South Carolina County figures, see page 91

GEORGIA

	1	1	I	T	1			H	1						1	-	
Albany	Dougherty			14,507	85.04	.50	49.0	4,024 60,762	7,183 37,756 °	1.23		45	7,005	69.5	9,613 65,605 *	1.08	2,389
Albany			270,000			* .2198		60,762	37,756	.1050					65,605	.1038	
Athens	Clarke			18,192		* .2198 .63 9.30	65.0 66.6	4,731	8,695 160,867 323,560	1.48 27.46	12,000 385,659	35 81	4,691 264,035	75.5	8,918 175,538	1.00	1,885
Atlanta	DeKalb-Fulton			70,366		9.30	55.5	67,749	160,867	27.46	385,659	81	264,035	108.2	175,538		2,591
Atlanta	*****	127 1	,355,707			* 1.1049		302,998	323,560	.8987	*******		*******	*******	466,212	.7364	
Augusta	Richmond			60,342	82.67	2.08	59.6	15,369 80.379	24,098	4.11	30,947	38	42,049	66.1	29,585	3.31	1,925
Augusta		126	354,338			.2888	*****	80,379	50,936	.1413	*******				81,851	.1294	
% of U. S. A.																	



CHARLOTTE IS SITTING PR A Charlotte's effective buying income per family in 1938 was \$2,867... over 70% GREATER than the average income in the surrounding South Atlantic states! Income tax returns were 68 per 1000 families...at least 19% MORE than in 10 southern cities of 100,000 population! Charlotte started 1939 with a silver spoon in its mouth! And so did WBT! Crossley Inc., last year conducted the largest coincidental study ever made in Charlotte. And learned that 79.1% of the radio families regularly listen —day and night—to WBT! This confirmed every other comprehensive radio study ever made of Charlotte! And here's a mighty "plus"! Charlotte is only the beginning of WBT territory—an area with more people than there are in the city of Detroit, with more retail sales than Maine, New Hampshire and Vermont combined! WBT offers the only one-station coverage of this Carolina market—the "blue chip" market of the South.

50,000 WATTS · CHARLOTTE, N. C.

Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, St. Louis, Cincinnati, Milwaukee, Los Angeles, San Francisco.

G E O R G I A—(Continued)

CITY	COUNTY	Trad- ing Area	POPULATION						SALES VOLUME (dollars—000 omitted)			IN- COME TAX	LOCAL NEWS-	SCALE	EFFECTIVE BUYING INCOME		
			Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollar Per Family
Brunswick	Glynn		65,000	14,022	72.29	.48	58.8	3,584	4,920	.84		24		58.7	6,254	.70	1,74
Columbus Columbus Decatur	Muscogee	128	188,568	43,131 13,276	74.94	* .1537	67.1 81.0	10,547 41,777 3,278	20,060 33,548 4,639	* .0931 .79	15,046	45 85	19,436	79.8	23,298 48,193 8,254	2.61 • .0762 .92	2,20
Griffin La Grange Macon Macon	Spalding Troup Bibb	129	165,000 75,000 620,384	10,321	43.93 54.77	.46 .36 .69 1.86	67.1 72.8 56.9	2,658 4,493 13,893 136,221	5,318 5,286 24,027 94,396	.91 .90 4.10	3,295 21,797	35 22	31,804	55.0 50.1 77.5	5,840 8,689 31,565 156,465	.65 .97 3.53	2,19 1,93 2,27
Rome. Savannah. Savannah	Floyd Chatham	130	68,000 363,883	21,843 85,024	44.89 80.65	.75 2.93 * .2963	78.3 54.2	5,286 22,425 84,498	10,648 29,112 65,224	1.82	6,239 71,531		6,039 43,176		11,423 48,102	1.28 5.39	2,16
Thomasville	Thomas Lowndes Ware	130	105,000 80,000 125,000	13,482	44.96	.40	48.3 53.5 61.6	3,109 3,378 3,846	4,115 5,821 6,707	.70 .99 1.15	1,617 6,463	33		40.0 52.1 45.0	104,114 4,850 6,547 7,123	.54 .73 .80	1,56 1,93 1,88

^{*%} of U. S. A.

For Georgia County figures, see page 92

FLORIDA

Clearwater	Pinellas Volusia. Broward. Lee Alachua	18,000 53,645 30,976 39,496 53,611	7,607 16,598 8,666 9,082 10,465	12.22 38.83 43.13 60.59 30.45	.52 1.13 .59 .62 .71	73.5 67.2 77.0 73.1 60.7	2,098 5,003 2,459 2,421 2,675	3,827 8,809 4,150 3,457 4,451	.84 1.93 .91 .76 .97	657 2,114 1,628 1,844 2,159	57 54 58 36 40	17,616	165.0 94.5 82.6 83.1 55.4	6,399 13,923 5,341 5,411 3,839	.89 1.93 .74 .75 .53	3,050 2,783 2,172 2,235 1,435
Jacksonville Jacksonville Key West Lakeland Miami Miami Ocala	Duval	656,683 13,132 60,814 244,751 40,000	129,549 12,831 18,554 110,637 7,281	94.20 25.66	8.82 * .5348 .87 1.26 7.54 * .1996 .49	62.8 82.3 78.7 77.2 59.5	32,393 165,310 3,176 5,040 30,756 67,754 1,898	54,692 164,968 2,369 7,857 81,070 140,813 4,528	11.96 * .4585 .52 1.72 17.74 * .3912 .99	1,421 3,512 61,578	54 18 38 66	108,999 7,289 92,756	100.0 39.0 130.8 51.1	98,345 292,560 5,082 10,020 101,003 178,207 2,724	* .4623 .70 1.39	3,036 1,606 1,986 3,284
Orlando Pensacola Pensacola St. Augustine St. Petersburg St. Petersburg Sanford	Orange Escambia 133 St. Johns Pinellas 134A Seminole 134A	114,705 171,794 30,000 62,149 18,000	27,330 31,579 12,111 40,425	58.93 64.86 65.05	1.86 2.15 * .1399 .83 2.75 * .0506 .69	72.2 69.5 72.8 81.5	7,780 8,061 38,992 3,141 12,688 18,611 2,731	18,779 12,458 29,691 3,337 22,504 30,082 3,926	4.11 2.72 * .0823 .73 4.92 * .0838 .86	13,085 14,453 5,974 7,105	58 50 51 71 41	16,613 21,206 26,326	67.7 87.2	22,585 19,975 54,026 8,832 39,675 51,367 6,352	2.77 • .0855 1.22 5.49 • .0812	2,90 2,47 2,81 3,12 2,32
Sarasota Tallahassee. Tampa Tampa West Palm Beach.	Sarasota	13,900 100,000 399,364 58,236	8,398 10,700 101,161 26,610	45.57 65.90	.57 .73 6.89 * .3251 1.81	74.1 58.8 78.9 66.1	2,241 2,725 25,017 105,422 7,455	4,169 5,636 37,010 122,307 16,039	.91 1.23 8.10 * .3396 3.51	2,818 67,827 6,444	57 49 39	71,773	124.4 70.7 96.9	5,378 3,093 53,136 198,573 22,850	.43 7.36 • .3139	2,40 1,13 2,12

^{*%} of U. S. A.

For Florida County figures, see page 96

Equalizing SALES POTENTIALS BY TERRITORIES

"We used the Survey of Buying Power county data as a measuring stick to re-check the equitable distribution of territories which are set up by counties, also as a guide in setting sales quotas."

E. L. LEWIS, HEYWOOD-WAKEFIELD COMPANY, GARDNER, MASS.

Selecting TEST CITIES

"I use the Survey of Buying Power for selecting typical test cities and towns."

ROBERT S. CONLAN, KANSAS CITY

Territories FOR INTENSIVE DEVELOPMENT

"We use the Survey of Buying Power as an index to assist in determining those sections of the country where we should put forth the greatest amount of effort; and also to assist in determining our strength and weakness."

OLIVER P. HARRIS, Sales Manager, INSULATION DIVISION, STANDARD LIME AND STONE CO., BALTIMORE

"For GENERAL INFORMATION"

"We use the survey data for general information and not for specific purposes."

WILLIAM C. GREANY, GENERAL SALES DEPARTMENT, PACKARD MOTOR CAR CO., DETROIT, MICH.

Attracting FACTORIES and DISTRIBUTING BRANCHES

"This department has occasion to prepare a great many special reports for national concerns interested in the establishment of branch factories or sales and advertising branches in Dallas to serve the Southwest... In preparing market analyses for our prospects, we rely almost entirely on the figures you publish annually in your Survey of Buying Power.... We have found that these figures are not only the most reliable and up to date figures on buying power that are available, but that they are also readily accepted by sales executives, since they are in almost every case well acquainted with your publication, and with the figures you develop in your survey."

CLYDE V. WALLIS, Manager, Industrial Department, DALLAS CHAMBER OF COMMERCE

AP

Avoid HEADACHES

You won't worry over Sales problems . . . if this book is on your desk . . .



Premiums as the SOLUTION of Specific Sales Problems

You'll forget your worries and whistle while you work... when you have this book within arm's reach... instantly available with the solution of your sales problems.

These are the problems that manufacturers — actual and prospective premium users — and advertising agencies have been bringing to our offices for years. The solution in each case has been tested by experience and the book is replete with case histories showing the application to actual problems.

It contains 84 pages and is divided into sections, each section devoted to a specific problem which is listed in the table of contents for immediate reference. No aimless turning of pages, no hunting for a buried idea. A glance at the contents and you know just where to look for the solution.

This book, $8\frac{1}{2}$ " by 11", costs only \$1.50 — a bargain when weighed against the information it offers to every premium man.

CONTENTS

(1) THE WHAT, WHY AND HOW OF PREMIUM ADVERTISING (2) HOLD-ING CONSUMER PATRONAGE (3) INCREASING SALES OF ESTAB-LISHED BRANDS (4) INTRODUCING NEW PRODUCTS (5) STIMULATING SALES IN DULL SEASONS (6) STIMU-LATING SALES OF SLOW SELLING ITEMS (7) ADVERTISING THE PRE-MIUM OFFER (8) SECURING NEW DEALER ACCOUNTS (9) SALES BY DEALERS AND CLERKS (10) STIMULATING SALES OF OWN AND JOBBERS' SALESMEN (11) SELL-ING SUBSCRIPTIONS AND SINGLE COPIES (12) ADVERTISING SPECIAL-TIES AND SECURING NAMES OF PROSPECTS, COLLECTIONS.

PREMIUM PRACTICE, 420 Lexington Ave., N	ew York, N. Y.
	d please find for emiums as the Solution of s."
NAME	
ADDRESS	
CITY	STATE

MARKETING EXECUTIVES in these organizations

for "SECOND HELPINGS" of Management



"Second Helpings": Those requests from SALES MANAGEMENT subscribers for additional copies of the magazine; orders for tear sheets and reprints of editorial features; multiple-copy orders for such departments as Marketing Pictographs, Future Sales Ratings, Scratch-Pad, Significant Trends.

In 1938 subscribers paid for more than 550,000 "second helpings."

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President's Office Anthracite Industries, Inc. New York, N. Y.

Lois King Bryant, Research Librarian MacManus, John & Adams, Inc. Detroit, Mich.

Dr. W. E. McFee, Director Copy and Plans American Rolling Mill Co. Middletown, Ohio

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J. L. Peden, Vice-President Corning Glass Works Corning, N. Y.

A. U. Chaney, President American Cranberry Exchange New York, N. Y.

O. F. Thompson, General Sales Manager Radbill Oil Co. Philadelphia, Pa.

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Kellogg Co. Battle Creek, Mich.

M. A. Schmitt Ruthrauff & Ryan, Inc. Detroit, Mich.

* Since January 1, 1939

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Controller's Office R. H. Macy & Co. New York, N. Y.

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J. M. Shaw, President Noxzema Chemical Co. of Canada, Ltd. Toronto, Canada

R. C. McGuirk, Sales Manager Huffman Full Fashioned Mills Morganton, N. C.

S. L. Bishkin, Sales Manager Humble Oil & Refining Co. Houston, Texas

John E. Dickinson, Sales Manager Amity Leather Products Co. West Bend, Wis.

S. C. Bernhardt, General Sales Manager Estate Stove Co. Hamilton, Ohio

H. W. Taylor, Manager, Lub. Sales General Petroleum Corp. of Calif. Los Angeles, Cal. J. M. Wyatt, Director of Marketing Calvert Distillers Corp. New York, N. Y.

C. M. Burdett, Sales Manager Caterpillar Tractor Co. Peoria, III.

A. F. Pettit, General Sales Department Standard Air Conditioning, Inc. New York, N. Y.

B. Riedel
General Electric Co.
Specialty Appliance Sales Division
Cleveland, Ohio

W. D. Humphrey, Vice-President Magazine Repeating Razor Co. New York, N. Y.

H. E. Hutson, Sales Manager The Ruberoid Co. Millis, Mass.

J. D. White Penn Tobacco Co. Wilkes-Barre, Pa.

D. B. Logan, Manager Logan Drinking Cup Division United States Envelope Co. Worcester, Mass.

B. C. Lindberg, Advertising Manager Silent Glow Oil Burner Corp. Hartford, Conn.

R. C. Borden, Sales Promotion Manager The Borden Co. New York, N. Y.

H. K. Lyons Bendix Home Appliances, Inc. South Bend, Ind.

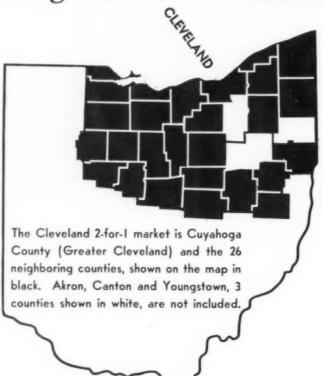
B. C. Henderson, Director of Advertising B. F. Goodrich Co.
Akron, Ohio



SALES MANAGEMENT's hold on its readers is shown not alone by these typical "second helpings" but by the fact that although its subscription price is higher than any other magazine devoted to sales or advertising, its A.B.C. renewal rate is consistently above average.

NT

Congratulations-SALES MANAGEMENT!



You can cover this Cleveland 2-for-I market — Cleveland and the 26 neighboring counties — with the Cleveland Plain Dealer ALONE at ONE LOW cost.

Sales Management, in this issue, estimates the retail sales for the Cleveland 2-for-I Market (Greater Cleveland and the 26 neighboring counties) to be \$766,350,000. This is 36% of Ohio's total.

The Plain Dealer's Market Survey analysis, taken from actual Sales Tax records show the Cleveland 2-for-I Market retail sales to be 36.2% of Ohio's total.

Cuyahoga County	Plain Dealer Analysis	Sales M'g't. Analysis
10 .	21.8%	21.0%
26 adjacent Counties	14.4%	15.0%
Total Cleveland 2-for-1 market	36.2%	36.0%

Are you getting more than one-third of your total Ohio sales from this Cleveland 2-for-1 Market?

CLEVELAND PLAIN DEALER

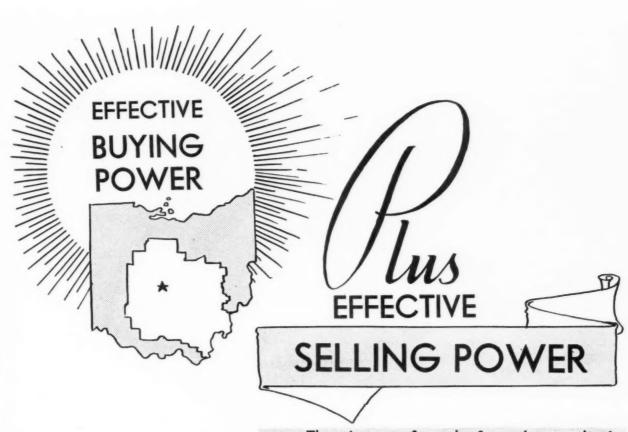
National Representatives, John B. Woodward, Inc.

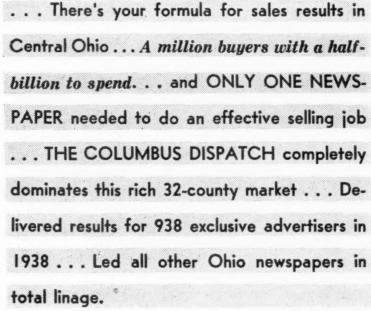
East North Central States—County Data

OHIO

COUNTY		(In Thou	OPUL/ sands,		onsity)			E OF	RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	NT KET
COUNTY	Total 1930	of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Families	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Adams 50 Allen 54 Ashland 45 Ashtabula 45 Athens 47	20.4 69.4 26.9 68.4 44.2	.0557	65.3 41.4 53.8 35.0	63.8 94.6	5.3 18.1 7.7 18.0 10.8	5.3 17.7 7.6 17.9 10.5	76.89 59.27 55.10	23.11 40.73 44.90	19,679	.0592 .0280 .0547	1,117 545 1,193	41	793 1,029 1,030 929 826	4,516 36,825 14,261 36,598 12,217	.0071 .0582 .0225 .0578 .0193	848 2,035 1,861 2,037 1,133	850 2,060 1,864 2,044 1,148	.0081 .0585 .0256 .9581 .0263	49 104 117 104 73
Auglaize	28.0 94.7 20.2 114.1 16.1	.0228 .0771 .0164 .0929 .0131	55.2 43.5 74.3 8.4	178.7 41.9 252.4	7.5 22.7 5.7 28.4 4.2	7.5 22.0 5.5 27.0 4.1	79.17 30.72 88.48	20.83 69.28 11.52	19,531 3,247 37,245	.0176 .0542 .0090 .1035 .0073	965 182 1,540	46 44 43 37 35	907 645 759 917 566	12,553 29,556 5,252 62,666 3,523	.0198 .0467 .0083 .0990 .0056	1,668 1,300 922 2,207 838		.0503 .0089 .0942	65 54 101
Champaign	24.1 90.9 29.8 21.5 86.5	.0740 .0243 .0176	24.7	223.4 64.1 52.4	6.9 23.7 8.3 6.2 22.3	6.5 21.4 8.1 6.0 21.9	86.44 28.75 44.48	13.56 71.25 55.52	30,953 5,070	.0860	1,620 495 387	42 40 49 44 39	884 902 915 956 844	10,907 46,541 9,652 7,130 40,475	.0113	1,967 1,160 1,149	1,178	.0813 .0184 .0167	110 76 95

NE





For Further Information Address The



COLUMBUS, OHIO, is known as one of the best TEST TOWNS in America. . . . It is 94.7% native-born American and is typical with respect to range of business activity, sources of income, owned homes and automobiles, distributing outlets, etc.



O'MARA & ORMSBEE-National Representatives

NEW YORK

BOSTON

DETROIT

CHICAGO

ATLANTA SAN FRANCISCO

LOS ANGELES

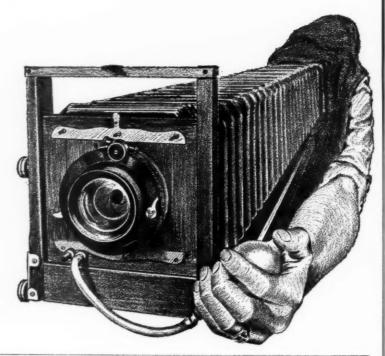
In Sharp Focus ON THE CLEVELAND MARKET

• It's easy to get a good sales picture in Cleveland if you use WHK-WCLE. Those stations are a powerful lens, aimed directly at the rich Cleveland Market...carrying a sharp impression of your product into more than a half-million homes...developing sales in volume for you.

National Representatives: RADIO ADVERTISING CORPORATION
New York • Chicago • Cleveland • Detroit • San Francisco
Los Angeles



ALSO OPERATING WHEC - COLUMBUS, OHIO



O H I O—(Continued)

COUNTY			POPUL sands,	ATION except de	ensity)			E OF	RETAIL : 1930 S. M. EST	3	AUT	O SAI 1938	ES,		ECT IV		UYING 1938		MANA MEI MARI CONT	AGE- NT KET
	Total 1930	% ef U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami-	% Non Farm	% Farm	Dollars (in thousands)	u. %. a.	New Pas- senger Car	Ratio 1938- 1937		Dollars (in thousands)	u. s.	A.	Per Fam- ily	Per White Fam- ily	National Buying Power	Buy- ing Power Index
Geshocton 47 Crawford 45 Cuyahoga 45 Darke 51 Deflance 55	29.0 35.3 1,201.5 38.0 22.7	.0236 .0288 .9786 .0309 .0185	37.6 62.6 97.0 21.9 38.8	86.4 2,594.9 64.9	7.8 9.7 300.0 10.4 6.1	7.8 9.6 281.6 10.3 6.1	64.79 98.56	1.44	10,017 450,893 9,564	.0278 1.2524 .0266	21,375 542	41 45	819 923 922 887 948	12,057 20,289 820,685 13,362 7,927	1.2	191 321 970 211 125	1,543 2,099 2,736 1,289 1,299	1,550 2,109 2,834 1,293 1,300	.0219 .0318 1.2203 .0253 .0154	110 125 82
Delaware 47 Erie 45 Fairfield 47 Fayette 47 Franklin 47	26.0 42.1 44.0 20.8 361.1	.0212 .0343 .0358 .0169 .2941	33.3 58.4 42.5 40.6 85.9	164.6 88.9 50.3	7.1 11.2 11.3 5.7 93.4	7.0 11.0 11.3 5.4 84.7	76.10	36.65 55.47	6,291 14,308 9,745 6,741 138,849	.0187	365 632 637 298 7,895	49 43 48 54 49	858 849 968 734 977	8,911 26,010 13,823 7,090 220,400	.0	141 411 219 112 483	1,249 2,320 1,219 1,243 2,360	1,264 2,350 1,223 1,280 2,492	.0169 .0379 .0274 .0151 .3815	110 77 89
Fulton	23.5 23.1 15.4 33.3 41.5	.0191 .0188 .0126 .0271 .0338	12.3 30.8 31.5 45.2	51.3 37.1 80.1	6.3 5.4 4.0 8.7 10.7	6.3 5.1 4.0 7.6 10.6	26.07 23.70 51.53	73.93 76.30 38.47	6,169 3,505 3,255 8,588 8,634	.0097	450 267 269 604 396	37 52 51 37 34	1,146 700 993 836 684	9,910 6,428 5,145 11,488 12,425	0.0	157 102 081 182 196	1,588 1,188 1,283 1,320 1,159	1,570 1,230 1,288 1,418 1,168	.0187 .0113 .0104 .0245 .0214	60 83 90

Budgeting ADVERTISING

"Our use of the issue has been borrowing regional data for building market potentials. The results of constructing market potentials are used in budget determinations and quotas."

JOHN W. BONTWRIGHT, STANDARD OIL COMPANY OF INDIANA, CHICAGO

Selling DEALERS on SALES POSSIBILITIES

"We purchased a copy for each of our salesmen and they report that their customers were very much interested in the detailed information given. It is the tendency of every merchant to feel that in his particular community it is hard to sell good merchandise. When merchants ex-

press this idea to our salesmen they immediately turn to the actual records."

E. JOHNSON, Manager, SAN FRANCISCO BRANCH, CROWN-HEADLIGHT OVERALL CO.

Determining MARKET POLICIES AND METHODS

"We are glad to know that your Survey of Buying Power will be issued again next year. We find authoritative statistical material rare and for that reason your surveys are especially valuable. Principally we used the 1937 edition in setting up sales quotas, but it also served as a general guide in determining marketing policies and methods."

E. W. HUMES, Sales Department, WINGET KICKERNICK COMPANY, MINNEAPOLIS

A MUST MARKET!

One of the Nation's Greatest!

These twenty counties comprising the Cleveland trading area of Sales Management's Survey of Buying Power, account for 38.1% of Ohio's population, 42.6% of its Effective Buying Power, 45.2% of its liquor sales and correspondingly high percentages of all other items that assure market importance. This area is important because it contains not only the True Cleveland Market (shaded area) but also several other concentrated markets of major importance. While the True Cleveland Market accounts for 70.5% of the population of this area, 75.2% of its effective buying power and 80.2% of its liquor sales, the other markets within it are definitely important and merit the best possible newspaper coverage.



IN THE PRESS YOU GET THE BEST OF IT, AND IN LOCAL PAPERS, THE REST OF IT!

• Since this profitable area is made up of a number of individually important markets it is obvious that adequate coverage depends on the selection of media that best cover these markets. The Cleveland Press, with 96.6% of its circulation concentrated in the TRUE Cleveland Market, gives adequate coverage—alone. Each of the important surrounding markets can also be efficiently and adequately covered by single papers. When you obtain the best available daily newspaper coverage in each of the important markets that make up this great trading area you will be taking complete advantage of your greatest possible profit opportunity.

Concentrate for profits! The Cleveland Press

MEMBER OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS and of MEDIA RECORDS, INC.



A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPARTMENT OF SCRIPPS-HOWARD NEWSPAPERS
230 PARK AVE., NEW YORK CITY

Chicago San Francisco Los Angeles Memphis Detroit Philadelphia

The Annual Convention of THE NATIONAL FEDERATION OF SALES EXECUTIVES

will be held in Philadelphia June 5, 6 and 7 at the Bellevue-Stratford Hotel

Sales executives who wish to attend, but who are not members of the Federation, may obtain information about tickets, etc., from Howard G. Ford, Secretary, Philadelphia Sales Managers Association, 725 Stock Exchange Building, Philadelphia, Pa.

O H I O—(Continued)

COUNTY		P (in Thous	OPULA ands, e		neity		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MAN/ MEI MAR CONT	AGE- NT KET
000111	Total 1930	% of U. S. A.	% Urban	Density per aq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	u. S. A.	New Pas- senger Car	Ratio 1938– 1937	Regis- tration Per M Fami- lies	(in	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Hamilten	589.4 40.4 27.6 18.8 22.5	.0153	89.9 53.2 25.5 13.7 20.1		157.9 11.3 7.8 4.9 5.9	143.4 11.2 7.5 4.8 5.9	56.95 42.54 59.13	40.87	252,496 10,300 6,212 3,482 5,866	.0286 .0173 .0097	618 433 234	40	769 843 899 886 1,016	414,890 16,540 9,091 5,979 8,080	.6557 .0261 .0144 .0095			.0181	88 80 89
Highland 50 Hocking 47 Holmes 45 Huron 45 Jacksen 47	25.4 20.4 16.7 33.7 25.0	.0166 .0136 .0274	31.1 29.7 47.2 44.8		7.4 5.1 4.2 9.3 6.3		24.21 52.71	75.79 47.29	2,677 9,568	.0100 .0074 .0266	200 711	48 54 44	843 746 648 1,056 696	8,498 5,678 5,262 18,421 6,581		1,123 1,256 1,974	1,127 1,256 1,988	.0105	63 64 113
Jefferson	88.3 29.3 41.7 44.5 60.0	.0239 .0340 .0363		57.2 172.9 100.5		8.2 10.4 9.8	48.28	29.80 38.07	7,392 13,718 7,080	.0382	542	42 43 39	770 975 1,231 589 879	41,988 10,569 23,804 11,954 27,139	.0167 .0376 .0189	1,277 2,260 1,169	1,286 2,279 1,196	.0439	91 129 53
Logan	29.0 109.2 347.7 20.3 236.1	.0889 .2832 .0165	70.7 84.9 20.4	219.7 1,016.7 40.8	8.2 26.8 88.2 5.0 54.1	25.7 84.8 4.8	82.07 96.11 33.88		30,843 133,000 5,155	.0857 .3694 .0143	1,575 5,365 354	33 34 47	983 953 943 990 795	55,386 194,527 6,791	.0875 .3074 .0107	2,066 2,205	2,113 2,255 1,377	.0850 .3186 .0145	96 113 88
Marion	45.4 29.7 24.0 25.1 51.3	.0242 .0195 .0204	33.7 29.5 18.5	68.2 58.2 55.8	6.3	6.2	51.34 39.15 43.69	48.66 60.85 56.31	9,053 4,848 4,712	.0251 .0135 .0131	712 299 369	49 56 43	928 1,143 595 1,071 886	13,992 8,279 8,948	.0221 .0131 .0142	1,771	1,778 1,330 1,479	.0281 .0140 .0155	116 72 76
Monros	18.4 273.5 13.6 14.5 67.4	.2228 .0111 .0118	77.8	33.8	4.3	65.9 3.7 4.2	92.79 37.01	62.99 78.29	98,708 2,692 2,328	.2742 .0074 .0065	4,817 128 189	34 47 50	671 976 657 761 864	3,284 4,074	.2706 .0052 .0064	2,430 884 959	891 960	.2651 .0064 .0076	1 119 58 64
Noble	15.0 24.1			37.5 89.3									572 1,043		.0053				



That a tremendous portion of this money is spent in Cincinnati stores and shops for nationally advertised goods is evidenced by the fact that the TIMES-STAR carried more general advertising to date this year than any other newspaper in the country outside of New York City, Chicago and Philadelphia.



FOOLISH? YES!

. . . but it's just as foolish to omit The News-Sentinel from any schedule. The Fort Wayne market is the Number One market in Northern Indiana, and one of the most compact, consistently prosperous territories in the United States. It is blanketed by The News-Sentinel . . . completely, adequately, at one low cost.

The News-Sentinel

NATIONAL REPRESENTATIVES: ALLEN-KLAPP-FRAZIER CO., NEW YORK, CHICAGO, DETROIT

O H I O—(Continued)

COUNTY		Pi (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Paulding	15.3 31.4 27.2	.0125 .0256 .0222	22.7 27.0	37.0 78.8 55.6	4.0 7.8 6.3	3.9 7.7 6.2		40.99	2,664 5,483 4,869	.0074 .0152 .0135		39	924 721 859	4,935 11,043 6,994	.0078 .0175 .0111	1,237 1,420 1,096		.0165	64
Pike 50 Portage 45 Prebie 51 Putnam 55 Richland 45	13.9 42.7 22.5 25.1 65.9	.0113 .0348 .0183 .0204 .0537	38.4 14.9 60.2	52.0	3.2 11.1 6.4 6.1 16.9	3.1 10.9 6.3 6.1 16.6	59.01 33.56 33.04	40.99 66.44 66.96	11,164 5,095 5,140	.0054 .0310 .0142 .0143 .0618	334 400	42 43 38	622 1,042 844 1,004 1,061	3,043 16,951 8,961 6,802 37,021	.0048 .0268 .0142 .0107 .0585	939 1,533 1,408 1,116 2,193	1,413	.0342 .0153 .0153	84 75
Ross 47 Sandusky 55 Sciote 50 Seneca 55 Shelby 51	45.2 39.7 81.2 47.9 24.9	.0368 .0324 .0662 .0390 .0203	56.4	96.2 130.4 87.2	11.0 10.8 19.1 12.2 6.4	10.5 10.7 18.6 12.1 6.4	66.49 82.26 64.19	33.51 17.74 35.81	11,217 9,977 20,235 12,119 5,064	.0312 .0277 .0562 .0337 .0141	598	37 39 38	892 854 767 1,015 933	18,016 16,727 32,158 19,780 8,697	.0285 .0264 .0508 .0313 .0137	1,688	1,564 1,713 1,625	.0508	77 88
Stark 45 Summit 45A Trumbull 46 Tuscarawas 45 Union 47	221.8 344.1 123.1 68.2 19.2	.1807 .2803 .1002 .0555 .0156	60.8 54.7	843.5 194.4 122.9		53.6 81.5 27.8 17.5 5.3	96.23 83.44 75.06	3.77 16.56 24.94	123,585 31,187 17,740	.2039 .3433 .0866 .0493 .0128	5,003 1,426 1,013	32 27 40	996 954 985 842 817	29,449	.3233	1,987	2,472 2,052 1,675	.3089 .0837 .0495	110 84 89
Van Wert 55 Vinten 47 Warren 50 Washington 49 Wayne 45	26.3 10.3 27.3 42.4 47.0	.0214 .0084 .0223 .0346 .0383	28.2	25.0 66.2 67.4	7.2 11.4	7.1 2.5 7.0 11.1 12.3	23.85 51.45	76.15 48.55 54.84	1,063 6,111 9,881	.0170	69 392 588	41 37 53	759 559 894 776 1,008	1,871 10,291 16,965	.0030 .0163 .0268	746 1,438 1,492	753 1,460 1,513	.0032 .0179 .0283	38 80 82
Williams	24.3 50.3 19.0	.0410	19.6	82.2				51.52	10,547	.0293	703	32	1,024 940 1,024	17,728	.0280	1,342	1,349	.0313	76
STATE TOTAL	8,646.7	5.4137	67.8	163.1	1,697.9	1,620.8	81.38	18.62	2,141,109	5.9472	107,586	40	897	3,560,087	5.6264	2,097	2,152	5.7226	106

For Ohio City figures, see page 126

T	TAT	D	T	A	TAT	A
	TA	v		A	1.4	A

						1 .	עיי	IAI	A									
Adams 65 Allen 65 Bartholomew 56 Benton 66 Blackford 60	20.0 146.7 24.9 11.9 13.6	.0163 25.8 .1195 78.3 .0203 39.9 .0097	59.2 222.0 61.1 29.1 81.1	4.8 36.4 6.8 3.0 3.6	35.8 6.7 3.0	51.39 87.83 65.52 37.25 65.09	12.17 34.48	4,789 50,867 7,724 2,817 3,146	.0133 .1407 .0216 .0078 .0087	355 3,111 380 386 204	42 41 45 59 35	1,146 1,030 901 1,135 880	5,273 84,602 9,174 3,869 5,654	.0083 .1337 .0145 .0061 .0089	1,097 2,324 1,355 1,286 1,557	2,346	.0134 .1454 .0186 .0113 .0094	82 122 92 116 85
Boone. 58 Brown. 56 Carroll 67 Cass. 67 Clark 138	22.3 5.2 15.0 34.5 30.8	.0182 28.9 .0042 .0123 .0281 53.6 .0251 38.8	52.2 16.0 39.9 83.0 82.0	6.2 1.3 4.3 9.2 8.0	6.2 1.3 4.3 9.1 7.4	37.48 13.44 28.18 58.98 55.37	86.56 71.82	5,534 406 3,247 8,710 4,980	.0154 .0011 .0090 .0242 .0138	402 27 279 602 350	54 31 57 49 50	872 486 841 928 664	7,056 804 4,467 14,462 7,489	.0112 .0013 .0071 .0229 .0118	611 1,035 1,570	1,036	.0158 .0013 .0102 .0261 .0148	87 31 83 93 58
Clay 70 Clinton 56 Crawford 138 Daviess 56 Dearborn 50	28.5 27.3 10.2 25.8 21.1	.0217 33.0 .0223 44.6 .0083	73.3 67.0 33.5 59.7 67.3	7.0 7.6 2.6 6.3 5.6	6.9 7.6 2.6 6.3 5.5	46.78 51.73 19.45 41.53 62.34	48.27 80.55 58.47	4,820 6,117 945 3,750 5,463	.0134 .0170 .0026 .0104 .0152	413 467 62 288 364	58 45 45 48 48	783 982 547 724 850	6,880 11,903 1,681 6,533 7,060	.0109 .0188 .0027 .0103 .0112	982 1,559 653 1,030 1,269	989 1,561 653 1,035 1,274	.0153 .0201 .0028 .0119	71 90 34 57 88

MAGNIFY THE POWER OF YOUR ADVERTISING DOLLAR IN THE ALERT, FREE-SPENDING AKRON MARKET.

Here is a compact market quick to respond to newspaper advertising and economical to sell through the blanket coverage of the Beacon Journal.

There is no better proof of the part this newspaper plays in forming the buying habits of its many readers, than the fact that the Beacon Journal maintains its leadership among Ohio Newspapers in total advertising.

Here are the total figures, from Media Records, of Ohio's first five newspapers since September 1938 when the Beacon Journal published its first Sunday Edition.

Hudson

S U M M I T

Cuyahoga Falls

Ravenna

Kent

Tallmadge
11,070 F.
5,183 D.
2,834 S.
Mogadore

Rittman
Doylestown
12,370 F.
1,572 D.
1,120 S.
Orrville

A Y N E

Wooster

Wasaillor

AL 7,659,340

(F) Families 1930 Census

(D) Beacon Journal Daily Circulation
(S) Beacon Journal Sunday Circulation

You cannot afford to neglect this rich, responsive market nor overlook the alltime high of more than 100,000 daily circulation reached by the Beacon Journal on January 30th.

AKRON BEACON JOURNAL

IN OUR HUNDREDTH YEAR

NOW MORE THAN 100,000 DAILY CIRCULATION

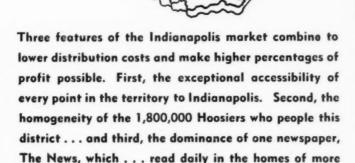
I N D I A N A—(Continued)

COUNTY	(P In Thous	OPULA ands, e		naity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		ECTIVE BI			SALI MANA MER MARI CONTR	NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Families	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars in thousands	U. \$. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe index
Decatur	17.3 24.9 67.3 20.6 68.9	.0141 .0203 .0548 .0167	32.9 38.2 69.2 35.7 67.2	48.1	4.9 6.8 17.9 4.9 18.4	4.9 6.8 17.2 4.9 18.3	48.44 82.16 53.85	51.56 17.84 46.15	4,298 5,198 20,481 3,602 19,273	.0119 .0144 .0569 .0100 .0535	255 466 1,207 303 1,294	48 37	908 886 947 899 1,016	5,444 7,696 28,524 4,242 24,707	.0086 .0122 .0451 .0067 .0390	1,117 1,127 1,597 875 1,340	1,117 1,128 1,633 875 1,346	.0113 .0169 .0550 .0108 .0533	100
ayette 56 loyd 138 ountain 74 ranklin 50 ulton 67	19.2 34.7 18.0 14.5 15.0	.0157 .0282 .0146 .0118 .0122	66.4 74.5 20.5	45.5 36.8	5.1 9.1 5.0 3.7 4.3	5.0 8.7 5.0 3.7 4.3	77.07 41.86 23.39	22.93 58.14	5,345 7,688 3,618 2,028 3,436	.0149 .0214 .0101 .0056 .0096	274 481 331 118 370	40 46 49 47 59	901 744 896 680 994	7,056 13,399 5,831 3,654 5,483	.0112 .0212 .0092 .0058 .0087	1,388 1,466 1,161 988 1,277	1,408 1,504 1,161 988 1,278	.0134 .0225 .0122 .0058 .0125	8
ibsen 135 rant 56 ireene 70 lamilton 56 lancock 58	29.2 51.1 31.5 23.4 16.6	.0238 .0416 .0256 .0191 .0135	35.4 54.0 27.3 20.5 25.2	58.0 58.8	7.7 13.6 8.3 6.8 4.9	7.4 13.3 8.3 6.6 4.8	75.76 43.45 40.58	56.55 59.42		.0141 .0377 .0129 .0141 .0104	453 815 393 449 328	54 50	812 875 745 969 1,000	8,508 23,405 8,024 6,515 7,028	.0133 .0370 .0127 .0103 .0111	1,112 1,719 962 965 1,449	1,744 962 974	.0170 .0390 .0153 .0159 .0129	9 6 8
larrison	17.3 19.7 35.2 46.7 29.1	.0141 .0161 .0287 .0380 .0237	39.8 70.3 46.1	35.5 48.3 88.8 157.2 75.3	4.3 5.4 9.4 12.2 7.8	4.3 5.3 9.3 11.9 7.8	24.78 69.55 78.74	75.22 30.45 21.26	2,026 3,231 9,031 13,012 7,298	.0056 .0090 .0251 .0361 .0203	156 322 491 710 537	51 31 42	736 914 946 901 1,024	2,939 5,384 16,223 19,975 12,589		683 1,002 1,732 1,637 1,607	687 1,005 1,745 1,663 1,607	.0061 .0114 .0254 .0349 .0227	1
ackson	23.7 13.4 20.8 19.2 11.8	.0193 .0109 .0170 .0156 .0095	36.9 34.0	55.6 52.7	6.1 3.3 5.7 5.0 3.1	6.1 3.2 5.7 4.9 3.0	28.18 57.11 40.62	71.82 42.89 59.38	2,868 4,448 3,373	.0156 .0080 .0124 .0094 .0054	348 311 382 258 142	58 43 69	843 1,123 1,037 740 725	8,113 3,791 5,746 6,265 2,495	.0060 .0091 .0099	1,323 1,149 1,006 1,256 810	1,149 1,009 1,270	.0155 .0101 .0138 .0109 .0056	
ohnsen	21.7 43.8 27.5 13.8 261.3	.0177 .0357 .0224 .0112 .2128		50.8 35.6	5.9 11.1 7.8 3.6 59.7	5.8 11.0 7.8 3.6 52.4	64.69 39.53 23.96	35.31 60.47 76.04	8,375 6,083 2,575	.0169	335 707 589 191 4,716	51 49 41	977 809 998 903 962	3,593	.0254 .0138 .0057	1,448 1,129 992	1,458 1,130 992	.0285 .0204 .0076	
a Porte	00.5 35.6 82.9 422.7 25.1	.0493 .0290 .0675 .3443 .0204	46.1 66.2 87.0	78.0 184.2 1,064.6	14.6 8.9 21.4 113.0 6.7	14.4 8.8 21.1 101.0 6.6	59.61 84.91 96.37	40.39 15.09 3.63	5,405 23,247 180,279	.0150 .0648 .4452	10,342	49 31 51	922 669 926 909 1,033	9,788 40,109 289,162	.0155 .0634 .4570	1,101 1,872 2,558	1,890	.0154 .0645 .4800	1
Martin58 Miami67 Monroe58 Montgomery58 Morgan58	10.1 29.0 36.0 27.0 19.4	.0082 .0236 .0294 .0220 .0158	38.3	53.9	2.4 7.9 9.1 7.6 5.4	2.4 7.8 8.9 7.6 5.4	52.87 61.68 53.42	47.13 38.32 46.58	6,719 6,687 7,370	.0187 .0186 .0205	480 540	52 58 49	715 889 772 943 795	12,117 12,876 12,279	.0191 .0203	1,422	1,435	.0209 .0223 .0218	3
lewten	9.8 22.4 3.8 17.5 11.4	.0080 .0182 .0031 .0143 .0092	24.2	24,3 53.7 44.1 42.9 28.9		1.1	42.93 25.48 35.70	57.07 74.52 64.30	5,068 487 2,754	.0141	473 60 160	46 64 57	1,076 931 742 638 762	9,065 861 4,098	.0143 .0014 .0065	1,460 802 931	1,461 813 943	.0176	6
Parke	16.6 16.6 16.3 22.8 17.8	.0186	29.3 15.9 35.4	48.4 55.0	6.0	4.0 4.3 6.0	53.67 41.66 51.88	46.33 58.34 48.12	2,295 1,903 8,091	.0064 .0053 .0169	174 196 80	53 55 43	769 599 648 1,081 784	3,741 3,64! 9,384	.0058 .0058	937 844 1,580	938 1 847 1 1,561	.007	1 1 1
Pulanki	11.2 20.4 24.9 18.1 19.4	.0167 .0202 .0147	22.5 30.4 15.7	55.6	7.2	5.5 7.1 4.8	35.68 48.68 37.14	64.35	3,614 5,876 3,71	.0100 3 .0163 5 .0103	29 52 3 26	43 4 42 1 49	987	10,23 9,99 4,50	.0162 0 .0158	1,854 1,396 2 956	1,868 1,401 956	.0130 .0190 .0100	8
St. Joseph	180.0 6.6 26.6 16.7 10.6	.0054 .0217 .0130	39.	. 35.1	4.3	1.8 7.3 4.1	64.58 53.53	5 35.45 3 46.4 8 74.5	1,60 7 8,37 2 1,86	5 .004 9 .017 9 .005	13 7 38 2 18	8 75 7 51 2 57	1,028 816 640	2,40 10,53 3,27	3 .003 4 .016 0 .005	1,33 7 1,42 2 78	2 1,33 8 1,44 9 78	2 .005 1 .018 2 .006	2 6
Steuben	13.4 28.1 8.4 47.5 15.2	.022	18.	8 61.2 38.0 9 94.8	7.4 2.4 12.5	7.4 2.4 12.4	47.0	1 52.9 9 76.2 7 30.0	9 4,13 1 86 3 16,78	0 .011 1 .002 2 .046	5 33 4 7 6 1,09	4 54	1,148 748 681 1,016 82	6,27 1,96 24,88	0 .009 0 .003 1 .039	9 84 1 83 3 1,99	4 84 1 83 5 2,00	6 .012 2 .003	9 2
Jnien	5.8 113.3 23.2 98.9 25.1	.092 .018 .080	90. 9 34. 5 67.	1 241.7	28.3 6.1 28.3	26.4 6.1 7 25.5	93.0 62.2 84.2	1 6.9 3 37.7 4 15.7	9 35,01 7 3,85 8 31,82	2 .097 4 .010 1 .088	3 1,99 7 30 4 1,62	8 42 9 60 1 50	88 63 72	59,82 6,02 5 52,87	5 .094 8 .009 2 .083	5 2,11 5 98 6 1,98	5 2,19 4 98 3 2,03	8 .098 6 .012 4 .085	16 21 35
Warren	9.3 18.3 16.3 54.8 18.4	.014 .013	8 23. 3 19. 6 59.	6 31.4 2 133.4	4.	4.0 2 4.5 13.1	37.2 2 29.0 77.4	0 62.8 2 70.9 2 22.5	0 2,52 8 2,16 8 17,72	7 .007 8 .006 6 .049	0 23 0 17 2 1,03	7 48 6 58 4 43	76 74 94	6 4,08 6 3,08 3 27,14	.006 8 .004 5 .042	5 87 9 72 9 1,87	1 88 7 72 3 1,91	2 .008 7 .006 8 .048	36 37 36
White68 Whitley65	15.8 15.8			8 47.											.008 .009			.011 6 .011	
STATE TOTAL	3,238.5	2.637	7 55.	4 89.1	843.	812.	8 85.8	9 34.1	1 862,4	9 2.398	58,0	32 4	6 89	8 1,399,97	73 2.212	1,66	1,69	2.543	30

Sell Indianapolis!

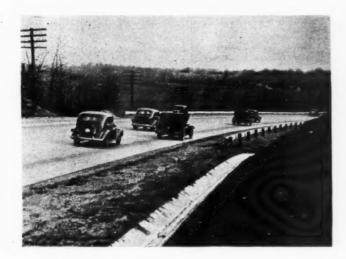
WHERE SALES COSTS ARE LOWER

The 450,000 families of the Indianapolis market are surprisingly alike in thought, action and habit. Intelligent, progressive, able to buy . . . they form a single sales unit.

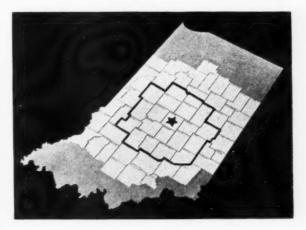


than 150,000 families with an unusual degree of reader interest, sells the Indianapolis market at one low cost.





An excellent transportation system, radiating from Indianapolis, binds the Radius into one compact unit, cutting down distances, unifying buying habits and speeding up sales calls and distribution.



This map depicts The News influence in the Indianapolis market. Saturation point coverage in A. B. C. Indianapolis (Marion County), mass coverage in the 45-mile suburban territory, key-buyer coverage in the 70-mile Radius.

The Indianapolis NEWS

New York: Dan A. Carroll, 110 E. 42d St.

Chicago: J. E. Lutz, 435 N. Michigan Ave.

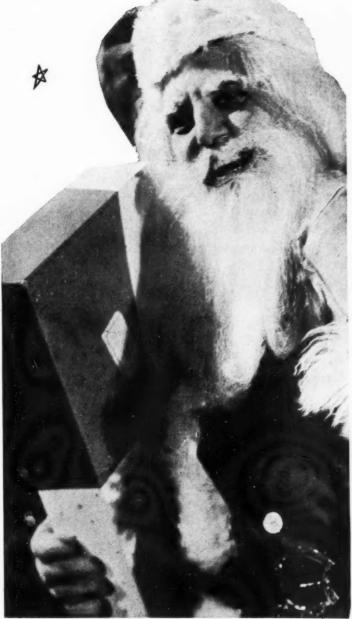
APRIL 10, 1939

[117]

ILLINOIS

COUNTY		P (In Thous	OPULA ands, e		neity)		TYPE		RETAIL S 1938 S. M. EST		AUT	D SAL 1938	ES,		CTIVE BI			SAL MANA MEI MARI CONTI	GE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. ml.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (In thousands)	U. %. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. %. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
dams 78 Nexander 102 Iond 102 Ioone 72A Irown 78	62.8 22.5 14.4 15.1 7.9	.0511 .0184 .0117 .0123	62.5 60.0 22.4 53.8	99.7 37.1	17.1 5.9 4.0 4.1 2.3	16.6 3.9 4.0 4.1 2.3	69.20 38.71 55.59	30.80 61.29 44.41	14,988 5,142 2,312 3,843 1,277	.0416 .0143 .0064 .0107 .0035	900 284 227 315 111	54 57 71 48 77	786 440 741 950 700	33,599 8,171 4,732 6,728 2,050	.0531 .0129 .0075 .0106 .0032	1,969 1,394 1,188 1,643 880	1,719	.0472 .0140 .0086 .0126 .0042	92 76 74 102 66
ureau 72 alhoun 102 arroll 72A ass 79 hampaign 71	38.8 8.0 18.4 16.5 64.3	.0316 .0065 .0150 .0135 .0524	25.8 27.5 38.3 51.9	31.4 40.7 44.6	10.3 2.0 5.2 4.5 17.0	10.2 1.9 5.1 4.4 16.4	16.79 37.50 46.95	83.21 62.50 53.05	6,929 647 4,200 3,407 23,316	.0192 .0018 .0117 .0095 .0648	779 89 371 326 1,637	50 65 65 69 55	929 635 915 859 1,030	13,958 1,586 7,455 6,982 39,998	.0221 .0025 .0118 .0110 .0632	1,570	812 1,441 1,570	.0272 .0030 .0143 .0125 .0710	8 4 9 9
hristian 79 lark 70 lay 102 linton 102 oles 76	37.5 17.9 16.2 21.4 37.3	.0308 .0146 .0132 .0174 .0304	35.0 27.1 2.4 60.6	36.3 35.0 44.2	9.9 5.0 4.3 5.2 9.9	9.9 5.0 4.3 5.2 9.8	34.41 47.61	66.41 65.59 52.39	8,514 3,212 2,311 2,802 9,095	.0236 .0089 .0064 .0078 .0253	676 257 332 232 772	56	793 821 901 752 833	11,447 5,912 4,237 6,066 16,254	.0181 .0094 .0067 .0096 .0257	1,156 1,180 993 1,166 1,644	993	.0256 .0106 .0101 .0098 .0304	8 7 7 5 10
ook. 72 rawford. 70 umberland 76 leKalb 72 leWitt 73	3,982.1 21.1 10.4 32.6 18.6	3.2434 .0172 .0085 .0266 .0151	97.8 17.4 46.4 31.8	46.5 29.5 51.2	988.9 5.7 2.8 8.9 5.0	925.9 5.7 2.8 8.8 5.0	41.35 23.58 60.07	76.42 39.93	3,102 959 9,089	3.9321 .0086 .0027 .0252 .0121	68,526 344 120 892 385	53 66 48	689 952 693 1,104 855	2,738,092 7,518 1,810 18,420 7,654	.0119	2,769 1,327 641 2,071 1,534		.0128	12 7 4 12 9
louglas	17.9 92.0 25.0 8.3 19.0	.0203	14.3 74.1 35.1 28.1	43.0 266.7 40.2 34.9 37.2	2.4	4.7 23.0 6.7 2.4 4.8	74.83 41.64 25.39	25.17 58.36 74.61	1,045	.0116 .0549 .0164 .0029 .0114	399 2,544 411 116 445	50 81	907 1,240 802 814 965	5,720 73,233 8,976 1,846 6,058		3,167 1,317 771	3,175 1,325 775	.1010 .0173 .0039	1
ayette	23.5 15.5 59.4 44.0 10.1	.0126	18.4 18.6 52.0 28.6	31.0 133.6	4.2 14.6 12.1	14.5 12.1	32.82 37.04 74.82 53.14 21.93	62.96 25.18 46.88	3,561 8,399 7,625	.0077 .0099 .0233 .0212 .0031	305 343 659 758 115	55 58 49	686 929 527 883 592	6,344 6,522 21,428 14,621 2,317	.0339	1,554	1,557 1,471 1,206	.0127 .0305 .0279	10
ireene	20.4 18.7 13.0 26.4 7.0	.0215			5.4 4.7 3.4 7.8 1.7	5.4 4.6 3.4 7.7 1.7	61.46 18.51 24.06	38.54 81.49 75.94	3,329 1,257 4,088	.0077 .0093 .0035 .0114 .0018		51 61 70	685 1,017 506 830 445	7,095 1,982 8,774	.0112 .0031 .0139	1,520 590 1,131	1,525 590 1,132	.0038	
lenderson 87 lenry 72 requois 72 lackson 102 lasper 78	8.8 43.9 32.9 35.7 12.8	.0357 .0268 .0291	44.0	29.4	11.8 8.5 9.0	8.5	80.17 34.38 60.79	39.83 65.64 39.21	11,437 6,417 7,040	.0196	887 713 635	52 52 68	747 929 1,024 730 736	11,527 12,803	.0275 .0182 .0202	1,469 1,349 1,430	1,477 1,351 1,501	.0351 .0243 .0242	1
efferson	31.0 12.6 20.2 10.2 125.3	.0102 .0165 .0083	34.3 19.1	34.2 32.5 29.3	3.3 5.6 2.5	5.5 2.5	41.66	58.34 67.24 88.19	2,201 3,829 833	.0061 .0106 .0023	200 290 120	65 59 73	698 758 856 560 1,023	4,059 6,620 2,380	.0064 .0105	1,232 1,190 940	1,235 1,192 949	.0078 .0121 .0041	
Cankakee	50.1 10.6 51.3 104.4 97.7	.0088 .0418 .0850	61.5	32.6 72.2 229.4	2.8 14.1 24.7	2.8 13.7 24.0	27.67 66.21 86.77	72.33	1,542 13,401 33,913	.0043	181 1,110 3,000	39 58 53	1,048 1,008 874 1,216 892	2,876 28,369 68,041	.0045 .0448 .1075	1,02 2,01 2,75	1,029 2,047 2,800	.0060 .0468	1
awrence 102 .ee 72A Livingsten 72 .ogan 79 McDoneugh 77	21.6 32.3 39.1 28.6 27.3	.0263 .0318 .0238	30.0 27.0 44.5	37.5 3 48.6	9.0	7.8 9.6 6.9	51.0 39.8 45.3	8 48.92 2 60.11 3 54.67	6,672 7,224 5,867	.0188 .0201	688 790 551	55 55 2 58	826 1,073 926 898 854	17,378 12,847 11,898	.0275 .0203 .0188	2,200 1,33 1,710	2,213 1,337 1,720	.0272 .0272 .0273	1
McHenry 72 McLean 73 Macon 75 Macoupin 79 Madison 102	35.1 73.1 81.7 48.7 143.8	.0598 .0667 .0397	51.1 70.1 47.1	61.4 139.7 56.6	19.2 21.4 13.1	19.0 20.9 1 13.1	63.9 81.1	4 36.06 6 18.84 1 41.69	20,133 25,713 7,77	.0559 .0714 .0216	1,58 1,85 66	59 62 69	1,185 931 875 678 823	43,682 45,271 11,927	.0690 .0715 .0186	2,27 2,11 90	2,292 2,142 907	.0691 .0798 .0249	1
Marion	35.6 13.6 15.1 14.1 10.6	.0106 .0123	22.1	32.6 27.2 5 58.7	3.4.3.4.3.4.3.4.3.4.3.4.3.4.3.4.3.4.3.4	3.8 4.2 4.3 3.1	45.3 44.2	6 54.64 7 55.73 6 52.64	2,50 3,08 1,83	.0070 .0088 .0051	25 30 14	49 8 60 8 55	822 811 913 494 854	4,881 5,755 3,046	.0077 5 .0091 8 .0048	1,38 1,37 84	1,387 1,37 2 901	.0093	
Mercer	16.0 12.4 35.3 34.1	.0101 3 .0287 2 .0279	31.	59.4	3.1 9.1 8.1	2 3.2 5 9.5 2 7.5	2 26.6 5 51.4 5 56.7	5 73.3 3 48.5 6 43.2	2,23 6,70 9,09	.0062 0 .0186 1 .0253	18: 54: 54: 76:	2 62 6 69 3 68	853 896 715 856 871	5,079 12,910 15,300	.0080 .0204 3 .024	1,59 1,35 2,1,85	1,59 1,36 1,89	.0079 .0229	7 1
Ogle	28.141.22.15.124.	3 .115 8 .018 6 .012	76. 46.	5 222.: 7 50.: 34.:	35.3 5.4.6	2 34.5 9 5.7 0 4.0	90.3 63.4 0 30.5	8 9.6 1 36.5 2 69.4	51,86 9 4,27 8 2,55	2 .144 2 .0119 4 .007	3,45 31 1 28	50 51 7 52	1,100 1,031 744 951 760	94,74 7,94 4,83	3 .149 4 .012 0 .007	7 2,69 8 1,34 8 1,20	2 2,72 4 1,36 1 1,20	.1570 9 .0130 1 .0090	8 1
Pepe	B. 14. 5. 29. 14.	8 .012 2 .004 3 .023	17.	9 49.	3. 3. 1. 6.	B 2.1 3 1.3 9 6.0	5 44.2 3 45.0 6 60.3	0 55.8 0 55.0 3 39.6	0 1,72 0 75 7 4,94	4 .004 9 .002 9 .013	8 12 1 10 7 38	5 53 3 52 7 63	45: 42: 94: 88: 1,11:	3,10 3,10 9,60	8 .004 5 .002 8 .015	9 82 0 95 2 1,38	8 1,02 8 95 8 1,42	9 .005 9 .003 1 .016	2
Rock Island89 St. Clair102 Saline135	157.	.128	67.	5 238.	40.	8 36.	91.2 7 87.7 8 65.2	4 12.2	6 35,14	.097	6 2,92	0 63	78	68,77	7 .108	7 1,68	4 1.78	6 .119	4

A Menu Christinas To hales managens



Chicago Tribune

Tribune rates per 100,000 circulation are among the lowest in America

HE fatter the sales record the more merry your Christmas! If you want your Chicago sales to contribute their full share towards your year's achievement, the medium which can give you the most help is the Tribune.

No matter what yardstick you apply—circulation analysis, linage comparison or survey of reader interest—the facts demonstrate that the Tribune is your logical advertising medium if you sell in Chicago.

Through the Tribune you can picture and describe your product to practically as many metropolitan Chicago families as are reached by any two other Chicago newspapers combined.

Buying at the rate of more than 6,500,000 copies per week, Tribune readers build and intensify, day after day, a relationship—and a market for advertisers—unequaled by any other medium you can use in this market.

To move the hundreds of million of dollars' worth of merchandise they sell annually, Chicago department stores depend chiefly on the Tribune. Last year, 50.5 cents out of every dollar Chicago department stores spent for advertising in newspapers was spent in the Tribune. This was more than they spent in all other Chicago newspapers combined.

Fifty-two cents out of every dollar general advertisers spent for advertising in Chicago newspapers was spent for Tribune space.

As the newspaper which has been most successful in widening the Chicago market for its own product, the Tribune is best able to help you widen the market for yours. To take full advantage of your sales opportunities in Chicago, see to it that your Chicago advertising program is built around the Tribune.

Average net paid total circulation now in excess of 900,000 Daily; over 1,100,000 Sunday

I L L I N O I S—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MAN/ ME MAR CONT	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Sangamon79 Schuyler79	111.7 11.7	.0910		127.5 27.0	28.8 3.2	27.8 3.2		20.26 74.35	33,949 1,612	.0943	2,466 137		894 677	71,516 3,145	.1130 .0050		2,534 981	.1118	123 58
Scott	8.5 25.5 9.2 40.1 46.1	.0207	13.7 55.0 45.9	34.3 33.0 31.7 71.7 71.2	2.4 10.8	2.4 7.1 2.4 10.6 11.7	66.03	75.33 69.00 33.97	1,160 3,964 1,630 11,595 10,388	.0032 .0110 .0045 .0322 .0289	196 433 185 769 1,022	52 53	753 805 993 957 1,019	2,629 6,753 3,322 21,868 19,994	.0042 .0107 .0053 .0346 .0316	1,112 956 1,356 2,029 1,711	1,113 957 1,358 2,043 1,713	.0059 .0147 .0065 .0356 .0379	84 71 87 109 101
Union	19.9 89.3 13.2 21.8 16.3	.0107	17.2 55.6 54.0 39.8	97.0		5.8	75.60 49.14 46.17	59.56 24.40 50.86 53.83 70.16	2,777 22,551 2,141 5,388 2,009	.0077 .0626 .0059 .0150	1,222 1,222 169 501 187	47 58 55	663 771 693 945 835	5,283 45,635 4,879 8,651 3,708		2,016 1,394 1,451	1,179 2,059 1,395 1,472 884	.0661	91
Wayne	19.1 18.2 39.0 110.7 53.9		17.1 16.1 50.3 43.4 51.1	26.1 35.8 57.5 131.2 120.0	4.9 4.8 10.3 28.2 13.7	4.9 4.7 10.2 25.5 13.4	37.89 59.89 78.82			.0063 .0087 .0253 .0628 .0234	338 309 857 1,901 589	62 48 45	673 716 1,155 915 514	3,764 4,665 17,401 59,101 16,976	.0059 .0074 .0275 .0934 .0268	762 973 1,690 2,255 1,236	762 980 1,695 2,291 1,255	.0107 .0325 .0850	72 102 94
Winnebago72A Woodford77	117.4 18.8	.0956 .0153	73.1	221.9 35.6	30.1 4.9	29.8 4.9					1,940 530		995 1,017	64,652 8,010			2,159 1,641	.1009	
STATE TOTAL.	7,630.7	6.2152	73.8	136.2	1,929.4	1,843.9	83.81	16.19	2,251,479	6.2538	138,820	53	786	4,405,045	6.9618	2,284	2,341	6.8113	110

For Illinois City figures, see page 128

TA/E	T	0	TI	T	6	A	TAT
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								** * 0	7 1	•								
Alcona. 59 Alger. 86 Allegan 82 Alpena 59 Antrim. 82	5.0 9.3 39.0 18.6 10.0	.0318	7. 42.4 18.4 65.5 31.	1 1.8 10.4 8 4.2	1.2 1.8 10.3 4.2 2.5		85.25 35.18 68.87 30.13 64.39	692 2,041 6,497 4,284 1,288	.0019 .0057 .0180 .0119 .0038	91 99 628 355 95	54 29 50 55 47	982 1,002 961 992 732	737 2,943 12,654 8,151 2,580	.0012 .0047 .0200 .0129 .0041	634 1,598 1,218 1,932 1,015	638 1,600 1,222 1,933 1,019	.0026 .0052 .0235 .0143 .0042	63 68 74 95 52
Arenac 59 Baraga 86 Barry 82 Bay 59 Benzie 82	8.0 9.2 20.9 69.5 6.6	.0075 .0170 .0566	21. 10. 24.9 68.1 156.	1.9 6.0 16.2	1.8 1.9 6.0 16.1 1.8	14.98 54.50 36.71 72.63 34.60		1,490 1,564 3,345 16,495 1,289	.0041 .0043 .0093 .0458 .0036	176 86 282 1,117 106	39 26 42 41 45	1,217 846 905 995 1,019	1,966 2,273 4,948 34,106 2,831	.0031 .0036 .0078 .0539 .0045	1,053 1,171 819 2,105 1,588	1,062 1,200 820 2,113 1,599	.0054 .0041 .0106 .0526 .0045	83 55 62 93 83
Berrien .72 Branch .62 Calhoun .58 Cass .72 Charlevoix .82	81.1 24.0 87.0 20.9 12.0	.0195 .0709 .0170	48.1 142. 28.1 48. 65.3 125. 26.5 42. 22.1 29.	2 6.9 6 23.1 4 5.9	21.0 6.9 22.4 5.5 2.9	48.49 79.31 35.55	34.32 51.51 20.69 64.45 61.23	20,931 5,649 24,248 3,881 2,787	.0581 .0157 .0674 .0108 .0077	1,511 373 1,652 288 165	42 42 38 43 51	1,112 926 1,099 868 930	42,621 10,473 52,540 7,000 4,442	.0674 .0166 .0830 .0111 .0070	1,982 1,509 2,270 1,193 1,477	2,009 1,511 2,310 1,236 1,494	.0680 .0172 .0788 .0123 .0078	103 88 111 72 80
Cheboygan 59 Chippewa 80 Clare 64 Clinton 63 Crawford 59	11.5 25.0 7.0 24.2 3.1	.0204 .0057 .0197	42.8 54.9 15. 12. 16.2 42.	9 5.6 1 1.8 3 6.4	2.8 5.4 1.8 6.4	62.43 26.23 24.48	59.14 37.57 73.77 75.52 31.65	2,513 5,915 1,731 4,001 1,057	.0070 .0164 .0048 .0111 .0029	133 358 205 380 60	39 47 60 37 37	839 887 1,181 989 841	4,233 12,581 2,202 7,847 1,672	.0067 .0199 .0035 .0124 .0026	1,496 2,260 1,205 1,231 2,166	1,505 2,295 1,206 1,232 2,177	.0069 .0183 .0063 .0144 .0029	73 90 111 73 116
Delta. 81 Dickinson 86 Eaton 63 Emmet 82 Genesee 61	32.3 29.9 31.7 15.1 211.6	.0244 .0258 .0123	61.0 27. 70.7 38. 36.8 55. 37.9 31. 75.4 323.	6 6.8 6 9.0 2 3.8	7.2 6.8 9.0 3.6 49.8	84.12 37.96 54.84	62.04 45.16	7,226 5,044 5,733 4,987 63,590	.0201 .0140 .0159 .0138 .1766	407 270 394 236 3,767	42 35 29 45 30	914 837 1,024 938 1,128	15,107 10,377 12,266 5,469 115,051	.0239 .0164 .0194 .0086 .1818	2,092 1,534 1,357 1,453 2,242	2,110 1,535 1,358 1,490 2,280	.0217 .0148 .0186 .0116 .1848	83 61 72 94 107
Gladwin 59 Gogebic 86 Grand Traverse 82 Gratiot 63 Hillsdale 55	7.4 31.6 20.0 30.3 27.4	.0163	69.7 27. 62.6 42. 22.2 52. 21.5 45.	9 6.5 9 4.8 2 7.8	1.7 6.5 4.7 7.8 7.9	58.03 35.88	41.97 64.12	1,091 6,503 6,653 6,594 5,403	.0030 .0181 .0185 .0183 .0150	259 371 356 555 323	58 42 48 40 31	1,684 825 1,097 1,040 966	1,896 12,867 7,720 9,347 9,419	.0030 .0203 .0122 .0148 .0149	1,093 1,966 1,621 1,196 1,190	1,094 1,969 1,625 1,200 1,190	.0065 .0192 .0164 .0207 .0156	108 75 101 84 70
Houghton 88 Huron 80 Ingham 63 Ionia 82 Iosco 59	52.8 31.1 116.6 35.1 7.5	.0253 .0950 .0288	27.3 51. 36. 73.2 210. 30.5 60.	5 7.3 8 30.3 6 9.1	11.6 7.2 29.9 9.0 1.9	33.19 88.44 47.83	66.81 11.56 52.17	8,582 6,188 42,645 6,356 1,412	.0238 .0172 .1185 .0177 .0039	609 599 2,389 490 148	50 36 30 43 48	703 1,061 1,243 936 987	19,299 13,217 65,793 12,654 3,087	.0305 .0209 .1040 .0200 .0049	1,663 1,822 2,172 1,397 1,624	2,187 1,398	.0287 .0231 .1156 .0211 .0055	67 91 122 74 90
iren	20.8 21.1 92.3 91.4 3.8	.0172 .0751 .0744	36.8 17. 24.6 36. 59.7 130. 59.9 162.	9 5.1 6 23.5 6 23.4	4.4 5.0 23.1 23.1 1.0	34.08 77.47 84.05	65.92 22.53 15.95	4,682 22,253 29,244	.0097 .0130 .0618 .0812 .0012		35 54 33 42 46	853 1,175 1,042 1,142 782	6,868 6,234 52,511 53,771 894	.0108 .0098 .0830 .0850 .0014	1,563 1,227 2,231 2,298 890	1,245 2,252 2,314	.0110 .0193 .0716 .0888 .0022	65 112 95 119 71
Kent 82 Kewsenaw 86 Lake 82 Lapeer 60 Leelanau 82	240.5 5.1 4.1 28.3 8.2	.0046 .0033	71.7 279. 9. 7. 17.6 42. 24.	2 1.1 0 1.1 6 6.5	60.5 1.1 1.0 6.5 1.8	36.84 16.45 33.46	63.16 83.55 66.54	311 480 4,811	.1831 .0009 .0013 .0134 .0027	3,593 40 68 484 62	37 51 62 31 42	1,031 602 743 1,038 831	136,873 739 842 8,819 1,764	.2163 .0012 .0013 .0140 .0028	2,234 697 757 1,380 925	697 810 1,362	.1954 .0014 .0020 .0175 .0029	100 30 61 76 43
Lenawee	49.9 19.3 6.5 8.8 77.1	.0157 .0053	26.2 67. 18.7 33. 7. 46.1 163.	9 5.1 1 1.1 4 2.0	13.6 5.1 1.1 1.9 18.3	31.92 63.80 49.86	68.08 36.20 50.14	3,860 1,868	.0337 .0107 .0052 .0044 .0485	818 394 91 112 1,394	35 41 40 57 31	1,079 973 987 681 1,337	21,807 7,571 2,165 3,298 40,710	.0345 .0120 .0034 .0052 .0643		1,968	.0369 .0144 .0045 .0051 .0618	91 92 85 71 98
Manistee	17.4 44.1 18.8 15.7 23.7	.0359 .0153 .0128	46.4 31. 69.3 23. 47.4 38. 29.6 27. 43.6 22.	6 10.0 0 4.8 6 4.2		80.67 53.08 26.78	46.94 73.22	9,535 3,957 2,659	.0105 .0265 .0110 .0074 .0101	248 620 370 244 231	48 37 54 45 45	908 876 1,006 963 963	6,663 22,506 7,426 4,316 6,326	.0105 .0356 .0117 .0068 .0100	2,259 1,555 1,029	2,261 1,560 1,036	.0113 .0314 .0140 .0090 .0107	80 87 92 70 55
Midland64	19.1	.0156	41.9 36.	2 4.5	4.5	65.03	34.97	4,714	.0131	535	44	1,380	9,859	.0156	2,189	2,195	.0188	121



Detroit is a newspaper town in more than one way! Businessmen, shop-keepers, tradesmen—all turn to newspapers to display their wares, their talents. And it pays! Detroit Merchants, of every size, in every field, will testify to that!

A group of leading Detroit merchants unlocked their files and revealed "confidential figures" showing that they spent 85% of their advertising appropriations in daily newspapers. Perhaps this will give you a clue on how and where to spend your advertising dollars in the Detroit market.

A newspaper town is a wide-awake town! Most certainly this is true of Detroit—America's Fourth Market! Everywhere in Detroit there is the hum of activity. Automobile production shows a 50% increase over last year. Detroit led the nation in value of new homes erected during 1938—and volume for 1939 is expected to be the highest in a decade.

Here are a few important facts for those who would get their share of profit from this tremendously active market. You can adequately cover Detroit with the News alone! In the city, it reaches 63½% of all homes taking any newspaper regularly—67% of all auto owners—77% of all residential telephone subscribers—88% of all families living in homes of \$10,000 and up. The total weekday or Sunday Michigan circulation of the Detroit News is the greatest of any newspaper.

The Detroit News

New York: I. A. KLEIN, INC.

THE HOME NEWSPAPER

Chicago: J. E. LUTZ



Whatever

ELSE YOU DO . . .

Whatever else your advertising plans include . . . whatever markets . . . whatever media . . . it will pay you to give special consideration to that part of the prosperous Michigan Market served by the eight Booth Michigan Newspapers.

Aside from being a big, active, well-employed freespending market, covered at minimum cost with a minimum list of papers, the Booth Michigan Market is currently more attractive than ever because of an interesting new dealer service plan recently instituted by each of the eight Booth papers.

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BOOTH Michigan NEWSPAPERS

Grand Rapids Press Flint Journal Saginaw News

Bay City Times Jackson Citizen Patriot Muskegon Chronicle Kalamazoo Gazette Ann Arbor News

MICHIGAN—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938 - 1937	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Missaukee 82 Monree 55 Montcalm 82 Montmorency 59	7.0 52.5 27.5 2.8	.0057 .0428 .0224 .0023			1.7 12.8 7.7	1.6 12.7 7.7	60.00 37.48	40.00	765 10,911 5,077 500	.0021 .0303 .0141 .0014	72 708 511 70	28 38	908 1,102 1,003 1,181	1,842 28,694 8,599 792	.0453		1,120	.0029 .0375 .0181 .0021	51 88 81 91
Muskegon. 82 Newaygo. 82 Oakland. 60 Oceana. 82 Ogemaw. 59	84.6 17.0 211.3 13.8 6.6	.0889 .0138 .1721 .0112 .0054	63.2	20.0	20.8 4.4 51.5 3.7 1.6	20.4 4.4 50.4 3.6 1.6	30.36 84.36 25.09	69.64 15.64 74.91	22,611 2,589 55,472 1,873 2,080	.0628 .0072 .1541 .0052 .0058	1,022 235 3,980 173 156	48 28 45	1,127 855 1,339 996 1,129	38,261 4,651 117,591 3,927 2,472	.0605 .0074 .1857 .0062 .0039		2,310 1,080	.0588 .0090 .1823 .0068 .0059	85 65 106 61 109
Ontonagon 86 Osceola 82 Oscoda 59 Otsego 59 Ottawa 82	11.1 12.8 1.7 5.6 54.9	.0090 .0104 .0014 .0048		8.3 22.2 3.0 10.5 97.1	2.4 3.3 .4 1.3 13.6	2.4 3.3 .4 1.2 13.6	25.41 18.25 30.46	69.54	1,656 2,148 247 1,287 12,435	.0046 .0060 .0007 .0036 .0345	108 188 25 90 982	45 39 46	810 1,044 1,099 895 1,171	2,523 3,482 497 1,812 24,248	.0055 .0008 .0029	1,060 1,068 1,261 1,448 1,781	1,070	.0047 .0071 .0009 .0037 .0413	80
Presque Isle 59 Roscommon 59 Saginaw 64 St. Clair 60 St. Joseph 80	11.3 2.1 120.7 67.6 30.6	.0016 .0983 .0551	66.8	3.8 145.8 95.2	2.3 .6 29.1 17.3 8.8	2.3 .6 28.3 16.9 8.8	66.67 78.89 65.73	33.33 21.11 34.27	1,527 804 31,929 18,332 7,119	.0042 .0022 .0887 .0509	2,212 1,381	50 39 40	1,026 1,446 1,069 1,060 985	2,903 924 65,796 38,275 13,844	.0015 .1040 .0605	1,604 2,260 2,214	1,607 2,297 2,241	.0056 .0026 .1026 .0611 .0240	163 104 111
Sanilac	27.8 8.5 39.5 32.9 32.6	.0322	61.5 44.4 7.7	70.9	7.0 1.9 10.3 8.1 9.4	10.3	66.20 51.85 31.65	33.80 48.15 68.35	9,533 6,307	.0132 .0070 .0265 .0175 .0203	170 660 739	46 37 45	1,128 911 994 1,178 996	10,693 2,362 12,738 10,379 13,476	.0037 .0201 .0164	1,223 1,233 1,286	1,227 1,234 1,289	.0241	94 84 90
Washtenaw 60 Wayne 60 Wexford 82	65.5 1,898.9 16.8	1.5383	97.5	3,046.7	18.0 441.6 4.3	411.9	99.41	.59	596,406	.0723 1.6566 .0103	37,384	30	1,251 1,093 955		2.0274	2,905	3,020	1.8759	123
STATE TOTAL.	4,842.3	3.9441	63.1	81.2	1,180.6	1,139.8	81.10	18.90	1,323,377	3.6758	87,973	34	1,031	2,689,343	4.2187	2,261	2,306	4.1563	10

For Michigan City figures, see page 132

WISCONSIN

	1							1 8					1 M				11		
Adams	8.0	.0065	50.4	11.7 19.5	2.0	2.0	16.63 54.81		1,021	.0028	80 304	51 51	627	1,933	.0031	951	952 2,123	.0033	51 94
Barron	34.3 15.0	.0279	15.0	38.8	8.1	8.1	33.12	66.88 76.42	9,430	.0282	528	50 56	733 868 540 1,168	9,870 13,638	.0216	1,689	1,690	.0251	90
Brown 81	70.3	.0573	61.1		15.9	15.8	75.11	24.89	2,470 27,807	.0772	153 1,850		1,168	3,744 39,533	.0059 .0625	2,485	2,498	.0069	137



A market is a place where things are SOLD. Strictly therefore, DETROIT'S MARKET is not the city as a municipality, but rather its citizens who can BUY.

Detroit is more fortunate than most cities. It has *spirit*. It refuses to be licked or "stumped." It is a good place to sell in, but you must approach it correctly, and your "prospect list" must be GOOD.

Those who read The Detroit Free Press are literally DETROIT'S MARKET. They are the best "prospect list" for merchandise you can acquire. They can both listen and RESPOND... the latter being important in SELLING.

Detroit Free Press readers are the half of the folks here who buy approximately three-fourths of the things that are sold . . . which is also important in ADVERTISING. The cost of reaching this Free Press market is LESS per line and per result.

The Petroit Free Press

"Sells The Half That Buys Three-Fourths"

Verree & Conklin, Inc., Nat'l Representatives

Member Metropolitan Sunday Newspapers, Inc., and Newspaper Groups, Inc.

WISCONSIN—(Continued)

COUNTY		Pr (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE BI			MANA MEI MARI CONTI	GE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
luffalo	15.3 10.2 16.8 37.3 34.2	.0124 .0083 .0137 .0304 .0279	25.5	22.3 11.9 52.0 35.9 28.1	3.7 2.6 3.9 8.2 7.9	2.5 3.9	40.04	59.96 57.21	2,871 1,734 4,221 10,172 7,302	.0080 .0048 .0117 .0283 .0203	142 291 494	74 54 49	888 778 1,109 927 837	6,277 2,501 7,101 13,765 12,527	.0099 .0040 .0112 .0217	1,680		.0096 .0054 .0127 .0252 .0208	
columbia 85 rawford 83 ane 84 lodge 85 loor 81	30.5 16.9 112.7 52.1 18.2	.0918		93.8 58.1	8.1 4.0 28.2 12.8 4.3		33.06	31.44 48.69		.0277 .0085 .1439 .0383 .0122	635	50 60 50	1,139 850 1,128 755 1,008	14,491 4,868 83,601 20,617 6,909	.0229 .0077 .1321 .0326 .0109		2,971 1,612	.0275 .0091 .1458 .0346 .0130	82
Oouglas 86 Dunn 95 au Claire 95 Torence 85 ond du Lac 85	48.6 27.0 41.1 3.8 59.9	.0335	77.5 20.6 63.9 53.5	64.4 7.6	11.2 6.5 10.2 .9 14.8	.9	25.59 73.55	74.41 26.45 79.66	499	.0390 .0151 .0398 .0014 .0589	29	56 48 39	872 880 906 454 1,093	28,177 9,292 25,066 896 31,623	.0414 .0147 .0396 .0014 .0500	1,426 2,466 1,022	2,467 1,022	.0396 .0161 .0382 .0014 .0589	73 114 45
orest 85 Grant 90 Green 72 Green Lake 85 Grank 84	11.1 38.5 21.9 13.9 20.0	.0090 .0314 .0178 .0113 .0163		10.9 32.9 36.9 38.6 25.7	2.3 10.0 5.9 3.7 5.1	10.0	37.83 47.16	68.83 62.17 52.84	8,408 7,811 3,984	.0086 .0234 .0217 .0111 .0094	630 409 343	51 55 68	723 1,012 1,013 1,109 777	2,768 14,072 11,237 6,990 6,308	.0044 .0222 .0178 .0110 .0100	1,412 1,911 1,870	1,413 1,911 1,870	.0066 .0261 .0203 .0133 .0101	
ron	9.9 16.5 36.8 17.3 63.3	.0299	32.8 44.6 79.4	16.6 66.6 21.5	2.1 3.9 9.9 4.4 15.1	2.1 3.8 9.9 4.4 15.1	25.48 57.15 26.17	42.85 73.83	3,578 12,933 3,400	.0050 .0099 .0359 .0094 .0538	197 914 237	51 57 53	724 833 1,133 950 813	3,316 5,525 22,170 6,765 35,428	.0052 .0087 .0350 .0107 .0560	1,424 2,246 1,524	2,247 1,527	.0058 .0096 .0395 .0108 .0495	132
(ewaunee 81 a Crosse 83 afayette 72 anglade 85 incoin 85	18.0 54.5 18.7 21.6 21.1	.0130 .0444 .0152 .0176 .0172	39.9	29.0 24.6	3.9 13.3 4.7 4.8 5.0	3.9 13.3 4.7 4.8 4.9	79.27 27.27 45.06	20.73 72.73	17,736 3,758 5,482	.0093 .0493 .0104 .0152 .0151	946 251 283	50 49 51	1,086 916 826 838 859	5,448 30,410 7,891 10,273 7,567	.0086 .0481 .0125 .0162 .0120	2,282 1,683 2,124	2,284 1,683 2,126	.0489 .0120 .0154	110 79 88
Manitowee 85 Marathon 85 Marinette 81 Marquette 85 Milwaukee 85	58.7 70.6 33.5 9.4 725.2	.0273		45.4 23.7 20.5	13.9 15.4 7.6 2.4 177.3	13.9 15.4 7.6 2.4 175.0	50.00 63.04	50.00 36.96 75.00	10,280 1,626	.0514 .0486 .0285 .0045 .7799	1,051 438 176	54 5 44 6 64	975 917 873 1,038 843	33,191 30,882 12,447 2,970 511,147	.0525 .0488 .0197 .0047 .8078	2,002 1,632 1,210	2,003 1,633 1,211	.0507 .0236 .0061	88 86 79
Monroe	28.7 26.4 15.9 62.8 17.4	.0129	19.0 50.4 57.0	23.6 13.4 97.2		3.7	36.78	83.22 29.89 32.24	4,369 6,177 21,488	.0201 .0121 .0172 .0597 .0141	300 364 1,200	49 4 65 8 55	926 842 1,013 1,025 1,138	8,806 36,689	.0107	1,161 2,353 2,522	1,166 2,361 2,538	.0128 .0167 .0602	129 118
Pepin 95 Pierce 95 Polk 95 Portage 85 Price 86	7.5 21.0 26.6 33.8 17.3	.0171 .0217 .0275	40.2		5.3 6.3 7.3	5.3 6.3 7.3	30.57	69.43 77.71 54.17	5,097 5,970 7,981	.0222	38 40 49	63 7 63 2 60	986 1,022 888 907 769	9,142 15,845	.0132 .0144 .0250	1,561 1,450 2,180	1,561 1,452 2,180	.0157 .0174 .0243	91 4 80 3 88
Racine 85 Richland 84 Rock 72 Rusk 86 St. Croix 95	90.2 19.5 74.2 16.1 25.4	.0159 .0604 .0131	18.6 64.8 21.7	33.1 103.6 17.4	4.7 19.6 3.6	4.7 19.3 3.6	87.50 24.46 78.50 32.02 30.76	75.54 21.50 2 67.98	3,574 27,050 3,696	.0751	300 1,46 14	3 58 1 46 9 39		48,073 5,593	.0106 .0760	1,424 2,459 1,533	1,424	.0121 .0759 .0088	1 76 9 126 8 67
Sauk. 84 Sawyer 86 Shawano 85 Sheboygan 85 Taylor 85	71.2	.0072 .0273 .0580	12.4	6.7 28.9	2.1 7.4 18.0	1.9 6.9 18.0	31.71 74.94	76.60	1,755 6,753 23,077	.0049	16 46 92	6 51 1 54 2 44	907	3,431 10,604 42,889	.0054 .0167	1,640 1,442 2,370	1,740 2 1,499 3 2,378	.0063 .0194 3 .0599	3 81 8 73 9 103
Frempealeau 95 /ernon 83 /ilas 85 Walworth 72 Washburn 86	23.9 28.5 7.3 31.0 11.1	.0232 .0059 .0252	9.7	7.8	6.8 1.7 8.5	6.8 1.6 8.4	22.10 51.99 46.03		5,132 2,438 11,354	.0143	34 3 20 73	9 51 9 67 4 54		9,358 3,247 19,908	.0148 .005 .031	1,379 1,869 5,2,350	1,382 1,977 0 2,355	.0076	7 6 6 12 7 13
Washington 85 Waukesha 85 Waupaca 85 Waushara 85 Winnebago 85	26.6 52.3 33.5 14.4 76.6	.0426 .0273 .0117	40.8 30.5	95.4 44.2 22.3	12.6 8.3 3.7	12.6 8.2 3.7	48.9 59.6 41.9 23.1 81.4	6 40.34 7 58.03	17,559 9,728 2,863	.0488	1,31 62 17	1 57 5 49 1 53	1,130	30,809 15,443 4,323	.048 .024 .006	7 2,43 4 1,87 8 1,17	7 2,442 2 1,873	.0555 3 .0275 3 .0075	2 13 9 10 9 6
STATE TOTAL.	37.9 2,939.0			-	-	-		39.9			79			20,520		-	2,357		-

For Wisconsin City figures, see page 133

Please do not attempt to use these figures before reading the complete explanation on page 7 and following pages. There you will find sources of all figures identified, explanation of the trading area key, and all comment necessary to a complete understanding of the use of all figures.



RUN your eye over the sales map from Lake Michigan west to California and south to the Gulf and try to find any metropolitan centers with suburban retail volume comparable to Milwaukee's. Fifteen small counties* in the Milwaukee area—one-eighth of Wisconsin—do a retail business exceeding the total sales in each of 34 states.

Here is the ideal "advertiser's market" big in volume, far above average in buying power and living standards, covered with exceptional thoroughness and economy by one newspaper. The Milwaukee Journal reaches "best customers" throughout the rich Retail Zone shown in the map. And in the City Zone, The Journal is read by a larger proportion of families than any other newspaper in any U. S. city of 500,000 or more population.

*Milwaukee, Waukesha, Walworth, Dodge, Jefferson, Kenosha, Racine, Fond du Lac, Winnebago, Dane, Sheboygan, Brown, Rock, Outagamie, Manitowoc.

THE MILWAUKEE JOURNAL

O'MARA & ORMSBEE, Inc., New York, Chicago, Detroit, Boston, Atlanta, Los Angeles, San Francisco April 10, 1939 [125]

East North Central States—City Data

OHIO

CITY	C-C-44440004							-	(dona)	→000 on	111100/	COME	LOCAL NEWS-	SCALE	***	NCOME	
	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Doll Pe Fam
cron	Summit			255,040	74.11		95.6	62,557	95,300	4.45	69,781	55	94,611	103.1	157,769	4.43	2,!
Akron		45A		92 047	10 20	* .2803	05.0	84,381	123,585	* .3433	0.004		10.000		204,590	* .3233	
liancehland	Stark		57,323 24,627	23,047	10.39	.35	95.9 99.5	6,146 3,269	9,618 6,424	.45	2,684 2,241	49 82	10,836 6,094		13,429 7,025	.38	2,
htabula	Ashtabula			23,301		.35	99.1	5,888	8,629	.40	3,188	54	10,959		13,065	.37	2.
hons	Athens		59,444		16.41	.11	97.8	2,108	3,970	.19	2,536		13,355		2,656	.07	1,3
urberton	Summit		00.700	23,934	6.96	.38	95.9	5,670	7,491	.35	3,698	46			13,251	.37	2,
ilaire	Beimont		96,720 37,826	13,327 10,027	14.07 28.37	.20	95.8	3,176 2,869	4,868 4,318	.23	1,468 2,089	40 41	5 121	122.4	4,589 6,163	.13	1,
mbridge	Guernsey		96,623	16,129	38.88	.24	97.3	4,314	6,304	.29	3,704	35	11,762		5,367	.15	1.
mpbell	Guernsey Mahoning			14,673	6.22	.22	87.2	2,923	1,746	.08		17			6,092	.17	2,
nton	Stark		285,007	104,906	47.30	1.58	97.1	26,320	38,607	1.80	27,711	59		101.1	58,641	1.59	2
illicothe	Homilton		59,000	18,340		6.79	93.0	5,010	8,970 216,687	.42	3,208	65	14,148		8,928	.25	1
cinnati	Hamilton	50	1,319,874	451,160	76.55	• 1.0752	89.3	122,511 345,671		10.12	522,753	83	416,345	136.1	364,470 691,515		2
veland	Cuyahoga			900,429	74.94	13.55	91.9	221,502			766,388	62	549,982	125.2	644,128	18.09	2
Cleveland	Cuyahoga	45	2,531,659	50,945	4.24	* 2.0622 .78	98.8	638,086 13,268	867,943	* 2.4108 .65	555				1,514,304 41,263		3
																	1
Columbus	Franklin	47	920,250	290,584	80.48	4.37 • .7496	88.7	75,621 238,608	137,581 270,596	6.43 • .7515	135,513	66	291,239	135.1	190,565 414,365	5.35 * .6552	2
shocton	Coshocton		28,885			.16	98.6	3,035	6,222	.29	3,658	41	7,523	88.0	5,005	.14	1
yahoga Falls	Summit			19,797		.30	99.8	5,093	5,339	.25	345				12,488	.35	2
yton	(viontgomery	51	443,429	200,982	73.49	3.02 • .3612	91.5	52,758 116,327	75,177 140,332	* .3900	90,534	82	128,355	118.8	133,003 235,930	* .3729	2
vor	Tuscarawas		59,758	9,716	14.23		97.5	2,523		.17	500	44	6,290	85.6	4,453	.13	1
st Cleveland	Cuyahoga			39,667	3.30	.60	99.5	11,612	7,717	.36	444	92			30,063	.84	2
st Liverpool	Columbiana		60,421	23,329	26.98	.35	97.8	5,916	11.071	.52	3,523	58	11,791		11,637	.33	1 1
riadid	Lorain		60,868	25,633 12,751	23.47 1.06	.39	95.9 99.6	6,689	10,653 2,839	.50	3,420 2,036	82 96	10,581		14,963 8,212	.42	2
idlay	Hancock		54,698				98.9	5,721	8,530	.40	3,500		12,477	115.6	9,331	.26	i
storia	Seneca-Hancock		22,996	12,790		.19	96.2	3,442	4,572	.21	8,169	49	2.572	118.2	5,266	.15	1
emont	Sandusky		40,000	13,422		.20	97.8	3,776	8,707	.31	2,005		6,066		6,351	.18	l i
urfield Heights	Cuyahoga		******	15,589			99.7	3,717	1,545			31			8,809	.25	1 3
wnliten	Butler Lawrence		114,084 52,838			.79	96.2	13,194		.92	9,484		14,331		30,610 5,236		1
kewood	Cuyahoga			70,509	5.87	1.08	99.8	19,635	17,019	.79	767	126			53,446		1
ncaster	Fairfield		49,419			.29	99.0	4,981	7,553	.35	2,209		8,479	118.0	6,699		1 1
ma	Allen			42,287	60.92		96.6	11,446		.79	7,170	47	22,283	131.9	25,399		1
Lima	Lorain	54	179,165		40.76	.1458	95.1	47,518 10,167		* .1281 .61	3,621	39	14 020	112.0	78,424 24,950		0
ansfield	Richland		109,758				97.2	9,182			9,730			147.5	21,761		
arietta	Washington		38,783	14,285	33.66	.21	98.0	4,078	7,358	.34	3,601	42	9,223	100.7	6,721	.19	1
larion	Marion		135,578				98.7	8,278			4,704		15,806		14,644	.41	1 1
lartins Ferry	Belmont		100,000	14,524 26,400			98.1 95.3	3,580 6,798			1,100		10,103		5,051		
liddletown	Stark						90.6	7,374	15,166 13,046		3,170 11,295		9,844		14,962 17,218	.48	
owark	Licking		60,175		51.03		97.6	8,587	13,151	.61	3,48	43	15,601	123.5	15,421	.43	
ew Philadelphia	Tuscarawas		74,238	12,36			99.2	3,412	5,356	.25	949		8,20	85.6	6,421	.18	1
lles	Trumbull		51,000	16,314 33,411			98.6	9,107			27,67				7,621	.21	
orwood ainesville	Lake		41,634	10,94			96.1	2,856			2,09		7,02	135.1	24,480		
arma	Cuyahoga			13,899	1.16	.21	99.9	3,287		.08		52			8,386	.24	
lqua	Miami		40,000	16,009	31.2		96.4		6,184	.29		39	18,90	114.2	7,692	.22	
ortsmouth alem	Columbiana		120,505	10,62	52.40	.64	95.5	10,649		.75	9,70		18,90	7 85.2 0 98.1	5,498	.54	
andusky	Erie		72,323		58.4		96.4	8,72	10,73		3,79	59	20,99	119.0	16,503	.48	
haker Heights		1	1	17,78			97.9			.13		203			14,816	.42	
pringfield Springfield	Cuyahoga			68,74		1.03	87.9	18,200	28,39	1.33	9,10		34,33	7 98.7	39,184	1.10	
Springfield	Jefferson				2 40.1	2 .53	92.1	8,17	38,970		5,84	83	19,48	2 89.0	57,448 17,304	.090	
truthers	Mahoning		130,000	11,24			94.3	2,41			3,04	. 47	19,40	2 09.0	4,996	.49	
ffin	Seneca		44,57		8 34.2		99.7	4,21		.28	1,91			. 118.7	7,276		
alada	Lucas,			290,71	8 83.6	1 4.37	95.2	73,97	121,310	5.66	150,10	6 69	134.20	7 112.1	176,578	4.96	
Toledo		. 55	858,68	0		. 699	3	. 224,20	253,84	8 * .705	0				. 399,529	9 * .631	2
TITICESVIIIA.	Tuscarawas		70,000				98.7			1 .09	7 19		45.54	85.6	3,089		
/arren /ashington Court					2 33.3		93.7				7,19		15,51	N.	20,951		
HouseVooster	Fayette		25,75	8,42	8 40.6 2 22.8	0 .13 4 .16	93.5				8,08		10,31	93.7 0 122.4	3,370 5,74	8 .09 5 .16	
		1											10,31				
oniaoungstown	Greene		. 33,00	0 10,50	7 31.5	9 .18	79.4	2,98	9 5,26	6 .25	4,00	3 41		. 96.0	4,49	2 .13	
-	Trumbull			170,00	2	2.58	91.3				50,04	6 53	60,52	82.2	84,02		
Youngstown		46	359,20	9		. 292	i es	. 82,84	1 110,25	9 * .306	158	11	- 11	11	209,73	2 .331	15 .
anesville	. Muskingum			30 44	0 54.0		95.2				8,61	4 46	28,07	9 105.7	17,03		

For Ohio County figures, see page 108

Checking RELATIVE MERITS OF DISTRIBUTORS

"We have studied with a great deal of interest the tabulations appearing in your April 10 issue and are using them as a basis of checking up on the relative merits of our distributors throughout the country."

Sales Department
ARROW-HART & HEGEMAN ELECTRIC COMPANY, HARTFORD, CONN.



NEW YORK

REPRESENTATIVES: TRANSAMERICAN BROADCASTING & FEATURING CORP.

CHICAGO

HOLLYWOOD

BILLBOARD THE SAYS ABOUT THE LUCKIEST BREAKTHE PROGRAM ITSELF RECEIVED WAS GETTING CHERNIANSRY FOR THE MUSICAL INTERLUDES AURA OF DIGNTY AND CLASS PERVADES THE WHOLE PROGRAM TELEGRAM SO THRILLED OVER THE PROGRAM WARMEST THANKS FOR THIS GRAND TRIBUTE FROM MY OLD ALMA MATER

> TELEGA HAVE RECEIVED COMMENTS FROM SEVERA OF MY FRIENDS INTHEMIDDLE WEST ON YOUR SPLENDID PROGRAM RUDY VALEE

JANE FROMAN

TELEGRAN "A BLEND OF MUSICAL BEATH AND ORAMATIC HUMAN IN TEREST SU TEREST SUPPERBLY KINT
PERBLY KINT
BY THE
MAESTRO
WHO CON
CEIVED
THE SHOW THESHOW

TELEGRAM

NEVER WAS SOTHRILLED IN MY LIFE THANKS TO YOU AND YOUR ASSOCIATES **GUY LOMBARDO**

APRIL 10, 1939

KATESMITH

[127]

I N D I A N A—(Continued)

					POPUL	ATION				ES VOLU 6-000 on		COME TAX	LOCAL NEWS-	SCALE		TIVE BU NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollar Per Family
AndersonBedford BloomingtonColumbusConnersville	Madison		84,936 13,600 40,000 40,000 45,000	39,804 13,208 18,227 9,935 12,795	37.02 50.67 39.96	1.23 .41 .57 .31 .40	96.5 99.2 97.0 98.5 96.3	10,657 3,527 4,906 2,827 3,426	16,445 4,062 6,340 5,421 5,227	1.91 .47 .74 .63	4,582 1,755 1,992 1,107	25 38 49	29,685	97.1 86.0 130.9 122.4	21,847 4,321 8,198 3,660 5,427	1.56 .31 .59 .26 .39	2,05 1,22 1,67 1,29 1,58
Crawfordsville	MontgomeryLake. ElkhartMadison. Vandenburg		38,000 75,000 12,948 431,704	10,355 54,784 32,949 10,685 102,249	20.96 47.81 12.82	.32 1.69 1.01 .33 3.16 * .3514	97.8 80.9 98.4 100.0 93.6	2,989 11,525 8,963 2,802 25,716 109,422	5,461 11,037 11,904 3,108 30,945 82,045	.63 1.28 1.38 .36 .36	3,111 6,408 5,237 1,451 47,422	65 50 30	72,569	125.3 122.0 97.1 98.8	5,589 26,496 13,480 5,753 54,827 138,801	.40 1.89 .96 .41 3.92 * .2191	1,87 2,29 1,50 2,05 2,13
Fort Wayne		65	357,254 30,000 139,097 24,005 261,310	12,196 100,426 10,397 64,560	44.63 38.43 15.10	3.55 • .2910 .38 3.10 .32 1.99	97.9 99.2 78.7 99.9 98.9	29,145 93,765 3,463 23,103 2,967 15,478	43,015 100,163 4,852 31,360 4,470 25,593	* .2781 .56 3.64 .52 2.97	33,024 1,345 11,125 713 7,183	45 62 33	110,544 24,686	138.1 81.9	71,755 154,975 6,362 55,424 4,453 35,089	* .2449	2,46 1,83 2,39 1,50 2,26
Huntingtonindianapolisindianapolis	Marion Clark Howard	56	36,415 1,222,037 20,000 60,000 75,252	364,161 11,946 32,843 26,240	86.15 38.83 70.33	* .9956 .37	99.9 87.9 89.1 96.5 98.3	3,690 98,610 325,330 3,194 8,562 7,007 19,775	5,422 146,410 337,357 3,452 11,350 14,075 22,516	* .937 .40 1.32 1.63	1,175 346,302 1,078 4,538 9,570	74 34 35	355,693 15,612		6,657 284,687 582,681 3,846 15,754 15,633 34,077	.9208 .27 1.13 1.12	1,20 1,84 2,23
La Perte	La Porte	67	44,000 104,832 91,472 62,827	15,755 18,508 24,496 26,735	26.01 53.62 47.98	.49	98.8 98.7 95.6 95.5 99.8	4,106 5,278 28,518 6,812 6,095 7,215	8,540 7,086 24,249 10,261 8,770 6,422	.76 .82 * .0674 1.19 1.02 .74	3,103 4,240 2,561 1,732 1,895	38 41 38			6,578 9,089 39,600 13,842 10,221 15,144	.47 .65 .062 .99 .73	1,6
New Albany	Floyd	60	128,592 80,000 40,000 65,967	46,548 25,819 14,027 12,730 32,493	74.50 39.81 43.85	* .1031 .80 .43 .39	94.3 94.9 97.7 98.6 93.3	12,474 34,362 6,937 3,695 3,557 8,748 16,221	18,076 33,953 5,804 6,650 4,820 14,947 19,072	.67 .77 .56 1.73	14,933 3,291 1,830 1,777 8,587	35 59 46	39,797 23,875	96.4 108.9 111.8 106.8	23,301 49,914 11,543 7,150 6,289 18,073 28,940	.82 .51 .45 1.29	1,86 1,93 1,70 2,00
Shelbyville. South Bend South Bend Sullivan. Terre Haute Terre Haute Vincennes.	St. Joseph Sullivan. Vige	69	26,552 253,985 30,000 288,676 82,780	5,306 62,810	65.10 18.90 63.53	* .2068 .16 1.94 * .2352	99.1 94.4	3,072 25,633 64,179 1,480 17,577 77,598 4,635	2,200 35,086 74,160 1,250 30,611 64,016 5,608	* .2060 .14 3.55 * .1778	1,805 27,718 901 40,407 4,655	33 53	6,554 47,386 51,130	94.0 89.3 104.5	5,542 56,290 110,207 1,554 39,179 106,443 7,745	4.02 * .174 .11 2.80 * .168	1,0
Whiting	Lake		24,000	10,880	4.16	.34	99.9	2,227	3,181	.37	747	146			4,942		2,5

For Indiana County figures see page 114

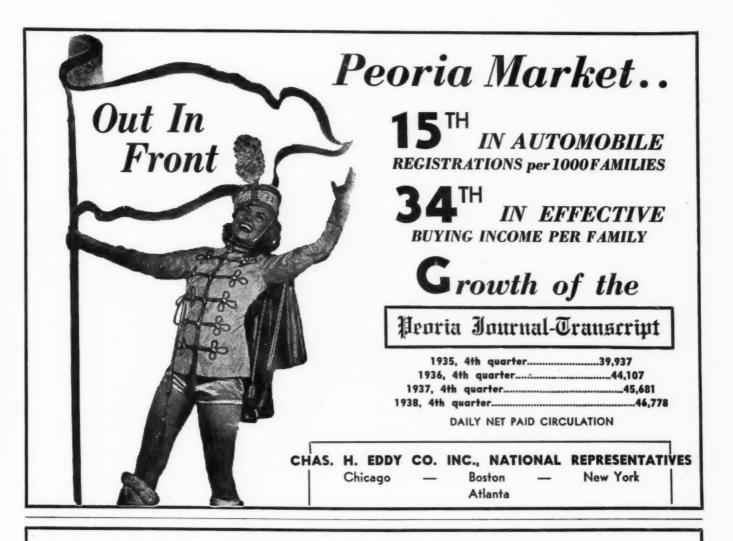
ILLINOIS

Alton Aurora Belleville Berwyn Bloomington Bloomington	Madison	125,703 91,609	46,589 28,425 47,027 30,930	20.97 37.18 18.02 1.18 42.40	.39 .61 .38 .62 .40	90.6 97.3 99.4 100.0 97.3	7,605 12,007 7,630 12,203 8,426 24,188	11,440 17,057 8,178 8,078 14,142 24,504	.51 .76 .36 .38 .63	3,203 11,088 2,968 980 10,137	73 70 59 81 75	15,174 19,495 14,681 26,304		14,594 34,112 13,879 34,803 20,517 51,336	.33 .77 .32 .79 .47	1,919 2,841 1,819 2,852 2,435
Blue Island	Cook	113,366	12,298	.42 .26 60.03 .31 26.64	.22 .13 .18 .16 .15	98.1 99.8 66.1 99.8 99.4	3,958 2,511 3,751 2,828 3,290	4,828 866 4,513 1,117 4,245	.21 .04 .20 .05	9,414 1,661	71 38 36 40 40	5,311 7,654		9,681 6,024 5,953 7,022 7,103	.22 .14 .14 .16	2,446 2,399 1,587 2,483 2,159
Carbondale Centralia Champaign Champaign-	Jackson	8,000 90,740	12,583	21.10 31.69	.10 .17 .27	81.3 91.2 92.1	2,028 3,502 5,703	2,596 4,706 15,268	.12 .21 .68	743 2,659 8,618	41 42 75	7,425 † 18,501	73.1 96.0 131.2	4,846 6,979 16,835	.11 .16 .38	2,392 1,993 2,952
Urbana Chicago Chicago Heights	Cook	71 82,187 72 5,834,871	3,376,438	84.79	* .0670 44.25 * 4.7523 .29	92.3 89.5	21,705 842,578 1,452,832 5,046	27,505 1,263,685 1,913,402 5,234	* .0764 56.13 * 5.3145 .23	3,411,948	75 44	2,362,721		45,718 2,361,746 3,696,942 13,311	* .0722 53.61 * 5.8429 .30	2,803
Cicere	Cook. Vermilion	74 116,477 75 178,537 35,000	57,510 8,545	1.67 41.14 70.36 26.18 30.68	.87 .48 .0949 .75 .1455 .11	99.8 93.0 96.6 99.9 98.7	16,255 10,034 30,137 15,395 46,731 2,337 2,787	14,266 16,211 27,060 23,985 41,246 3,488 3,682	.63 .72 * .0752 1.07 * .1145 .15 .16	5,264 11,996 20,988 997 2,189	55 59	27,421 43,571 5,893	108.3	40,784 22,215 53,994 35,224 72,810 5,151 6,541	.93 .50 * .0863 .80 * .1150 .12 .15	2,509 2,214 2,288 2,204 2,347
East Moline‡ East St. Louis Elgin Eldorado Elmhurst	Rock Island St. Clair Kane Saline Du Page	112,309	74,347 35,929 4,482	10.30 47.12 28.67 12.09 15.29	.14 .97 .47 .06	93.6 84.5 98.9 100.0 99.7	2,303 19,085 9,065 1,192 3,631	1,875 20,092 11,384 1,196 4,083	.08 .89 .51 .05	882 15,873 523	45 52 87 21 114	12,870 16,034	132.1 58.7	5,244 34,391 25,418 1,712 8,841	.12 .78 .58 .04	2,277 1,802 2,804 1,436 2,435
Elmwood Park Evanston Forest Park Freeport	Cook	135,000	14,555	.28 1.59 .37 55.02	.15 .83 .19 .29	100.0 92.1 99.9 98.1	2,757 16,413 3,834 5,900	1,292 32,931 6,177 9,246	.06 1.46 .27 .41	11,020 3,060 3,421	36 161 71 58	12,358	151.0	6,868 51,783 11,954 13,116	.27	2,491 3,155 3,118 2,223

tCombined circulation for Champaign and Urbana.

*% of U. S. A.

1See end of Illinois tabulation for figures on Moline, East Moline and Rock Island combine.



FEW CLOTH-BOUND COPIES of this edition of The Survey of Buying Power have been made up this year for the use of sales and advertising executives who want this valuable statistical material in more permanent form. While the supply lasts, these are available at \$2 a copy, with your name stamped in gold on the cover at no extra charge.

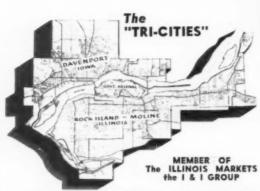
Sales Management 420 Lexington Avenue New York, N. Y.

By Every Test

A "MUST" MARKET

DID YOU KNOW

- You can adequately cover the entire "Tri-Cities" . . . ONLY by using four daily newspapers.
- The "Tri-Cities" is a compact metropolitan community of 154,459 city population.
- It is centrally located between Chicago, St. Louis, Minneapolis-St. Paul and Kansas City.
- It is a stable, growing center ideally combining Industry-Commerce-Agriculture.
- It stubbornly resists slumps and gaily responds to business improvements.
- The "Tri-Cities" deserve inclusion in your lineage schedule.



ROCK ISLAND MOLINE JUVING Market

ROCK A Big-Time Buying Market of this 77th U.S. PAYROLL MARKET

ARGUS-DISPATCH coverage of 9 out of every 10 homes in the Rock Island—Moline sector of the Tri-Cities is WITHOUT DUPLICATION—a coverage built on merit alone without contests, premiums, insurance or any other special inducements.

A Copy of "THE TRI-CITIES — A MARKET WORTH LOOKING INTO" will be sent promptly on request.

If your budget cannot af-ford four daily newspapers —use Argus-Dispatch 9 out

of every 10 homes coverage of the major sector of this market ROCK ISLAND-MOLINE where you WILL

20% more Bank Deposits

57.1% City Population

58.7% of Wage Earners

59% of Car Sales 51.9% of Food Sales 58% of Drug Sales, etc.

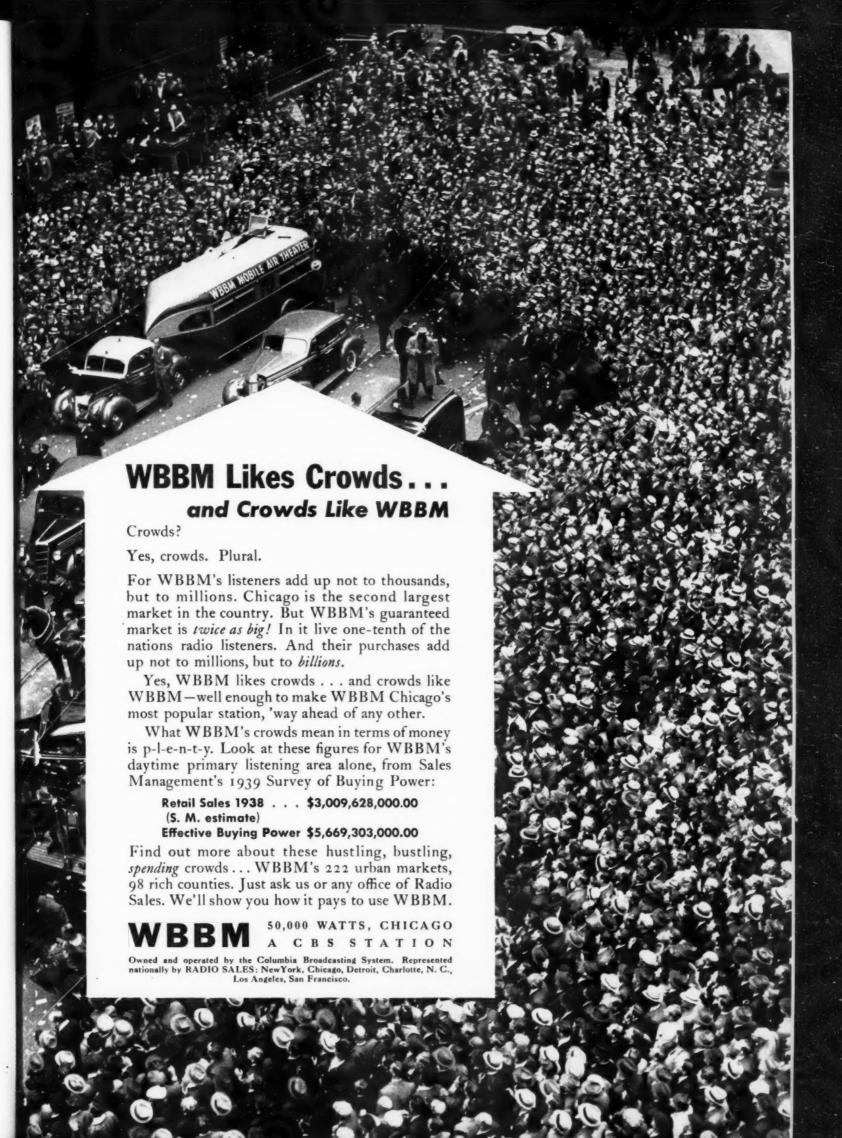
ME DISPATCH AND MOLINE ROCK ISLAND **ARGUS**

NATIONAL REPRESENTATIVES - THE ALLEN-KLAPP-FRAZIER CO. - NEW YORK - CHICAGO - DETROIT - ST. LOUIS

I L L I N O I S—(Continued)

				1	POPULA	TION				ES VOLU 8—000 or		COME TAX	LOCAL NEWS-	SCALE		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Galesburg Granite City Harrisburg Harvey Herrin Highland Park Jacksonville	Knex Madisen Saline Cook Williamson Lake Morgan		121,000	25,130 11,625 16,374 9,708 12,203	17.47	.38 .33 .15 .22 .13 .16 .23	96.0 98.8 95.4 97.4 100.0 98.4 94.0	8,104 6,203 2,983 4,047 2,618 2,863 3,909	11,560 4,088 3,865 2,880 2,626 6,055 7,751	.51 .18 .17 .13 .12 .27	9,941 572 1,816 1,140 991 3,876	26 50 22 146	18,631 8,016	48.4	17,553 12,226 4,513 10,453 3,770 8,391 8,510	.40 .28 .10 .24 .09 .19	2,166 1,971 1,513 2,583 1,441 2,931 2,177
Joliet Kankakee Kowanee La Grange La Salle Lincoln Marion Mattoon Mattoon Maywond Meirose Park	Will . Kankakee . Henry . Cook . La Salle . Logan . Williamson . Coles . Cook . Cook .	76	58,000 30,961	42,993 20,620 17,093 10,103 13,149 12,855 9,033 14,631 25,829 10,741	.26 13.47 44.56 16.77	.56 .27 .23 .13 .17 .17 .12 .19 * .0493 .34	94.9 97.2 97.8 96.5 99.1 97.5 96.8 99.0	10,503 5,362 4,448 2,509 3,081 2,720 2,452 3,854 16,108 6,458 2,319	15,866 10,627 5,965 4,472 5,342 3,972 2,564 5,929 11,388 4,301 1,916	.70 .47 .26 .20 .24 .18 .11 .26 * .0317 .19	9,557 6,602 2,923 926 1,656 2,042 1,082 5,217	27 198 54 30 29 52	9,175 8,820 5,279 6,164	102.4	25,354 10,938 7,268 7,427 6,221 5,119 3,347 7,396 21,016 19,064 6,502	.58 .25 .16 .17 .14 .12 .08 .17 * .0333 .43 .15	2,414 2,040 1,634 2,960 2,019 1,882 1,365 1,919
	Jackson Cook La Salle Edgar Cook Tazewell La Salle Peoría	89	49,837 50,000	12,375 8,182 63,982 15,094 8,781 10,417 16,129 9,121 104,969	39.89 22.93 1.61 15.42 35.17 .26 35.01 9.33	* .2318 .16 .11 .84 .20 .12 .13 .21 .12 1.37 * .3295	95.5 90.8 99.7 98.3 97.1 99.8 100.0 99.5 96.9	8,706 75,809 3,353 2,198 16,997 3,782 2,552 2,700 4,358 2,256 26,494 106,442	12,243 90,907 3,278 2,199 24,906 4,920 3,685 3,323 5,469 1,426 47,637 108,225	* .2524 .15 .10 1.10 .22 .16 .15 .24 .06 2.12	2,130 1,201 3,137 2,214 2,134 4,266 1,063 80,236	28 30 164 54 41 161 60 50	7,052 8,619	73.1	19,919 185,122 4,084 3,433 51,433 7,677 3,787 7,514 8,502 4,656 78,210 205,059	.09 .08 1.17 .17 .09 .17 .19 .11	1,21 1,56 3,02 2,03 1,48 2,78 1,95 2,06 2,95
Quincy. Quincy. Rockford. Rock Islandt. Rock Islandt.	Adams Winnebago Rock Island ine, Ill. — Davenport	78 72A	121,172 251,395 150,000	85,864	62.50 73.15 38.65	* .0986 1.12 * .2047	98.6	10,756 34,173 22,140 65,790 10,124	13,027 24,700 31,776 68,891 10,080	* .0686 1.41 * .1913	20,021	57	51,546	115.9 99.5 110.1	22,857 50,026 50,546 130,136 23,579	* .0791 1.15 * .2058 .54	2,12 2,28 2,32
Clinton, la	***********	89	284,526 328,821	71,864	64.32	. 2679	95.4	18,745 85,376 1,355	76,071	1.29	22,372	65	73,449	119.1 102.4	185,122 50,686 145,174 2,643	1.15 • .2294	2,70

‡See end of Illinois tabulation for figures on Moline, East Moline and Rock Island combined.



ILLINOIS—(Continued)

				-	POPUL	ATION				S VOLU		IN- COME TAX	LOCAL NEWS-	SCALE	11	NCOME	YING
Sterling Whiteside	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Sterling Streator Urbana (see	Whiteside		51,873 44,028	10,012 14,728		.13 .19	97.8 98.7	2,717 3,774	4,655 5,670	.21 .25	1,606 5,953	53 38	7,673 7,768		4,978 7,522	.11 .17	1,83
Champaign)	Champaign			13,060	20.33	.17	96.9	3,713	3,602	.16	1,009	46	18,501	131.2	9,476	.22	2,55
Urbana Waukegan West Frankfort	Lake Franklin	71	82,187 67,000 40,000	33,499		* .0670 .44 .19	95.3 100.0	21,705 8,364 3,556	27,505 12,186 3,412	* .0764 .56 .15	5,841 616	67 15	13,164	AE O	45,718 20,985 5,643	* .0722 .48 .13	2,500 1,580
Wilmette Winnetka E. Moline, Moline	Cook			15,233 12,166		.20 .15	98.7 97.8	3,630 2,661	3,024 5,878	.13 .26		168 191			11,387 8,542	.26	3,13 3,21
Rock Island comb. % of U. S. A.	Rock Island		150,000	80,296	81.78	1.07		21,133	24,198	1.07	13,806	63	31,820	110.1	48,742	1.11	2,31

For Illinois County figures, see page 118

MICHIGAN

		-														
Adrian Alpena Ann Arbor Battle Creek Battle Creek Battle Creek	Lenawee	26,684 65,530 87,043	13,064 12,166 26,944 43,573	26.21 65.50 41.16 50.06	.55 .90 .0709	99.0 100.0 96.2 95.7	3,737 2,866 7,701 11,655 23,142 11,437	14,951	.48 .31 1.40 1.42 • .0674 1.13	1,844 5,000 6,395	42 26 120 76	10,257 4,934 11,936 29,303	117.3 81.8 162.4 118.5	6,529 5,981 21,178 29,021 52,540 25,104	.24 .22 .79 1.09 .0830 .94	1,747 2,087 2,750 2,490
Bay City Benton Harbor Dearborn Detroit Ecorse	Berrien. S9 Berrien. Wayne. Wayne. 60 Wayne	2,529,750	15,434 50,358 1,568,662	2.67	.1308 .31 1.04 32.39 2.0604	93.8 99.2 91.9	37,538 4,133 11,437 370,293 600,004 2,795	7,588 14,714 528,510 758,509 1,552	* .0984 .57 1.11 39.94 * 2.1069	3,946 3,171 924,393	51 82 77	11,841 862,122		8,444 24,509 1,119,025 1,598,662 5,095	.32 .92 41.92 • 2.5232	2,042 2,143 3,022
Ferndale Firnt Flint Flint Gladstone Grand Rapids Grand Rapids	Oakland	211,641	14,524 20,855 156,492 5,170 168,592	9.87 73.92 16.01 70.09	.30 .43 3.23 1723 .11 3.48 .5713	99.9 99.1 95.9 99.9 98.2	3,414 5,048 37,683 51,310 1,190 43,441 179,595	5,530 3,687 52,711 63,590 591 56,750 162,585	.42 .28 3.98 • .1766 .04 4.29 • .4516	2,543 58,282 58,482	42 60 61 36 65	51,305 131,941	82.8	6,688 11,989 92,776 115,051 2,600 106,778 302,692	.25 .45 3.48 1.1818 .10 4.00 4.783	1,95 2,37 2,46 2,18 2,45
Grosse Pointe Hamtramck Hancock Highland Park Holland Iren Meuntain	Wayne. Wayne. Houghton. Wayne. Oltawa. Dickinson.	27.300	11,174 56,268 5,795 52,959 14,346 11,652	2.99 10.97 2.80 26.14 38.83	.23 1.16 .12 1.09 .30 .24	99.0 92.6 99.9 97.6 99.7 99.9	2,746 11,289 1,392 13,009 3,625 2,703	1,891 13,213 1,444 19,519 6,324 3,505	1.00 1.11 1.47 .48 .26	7,531 886 3,084 2,656 2,523	277 33 49 72 51 43	6,152	66.6	9,660 22,205 2,437 39,261 6,710 4,517	.36 .83 .09 1.47 .25 .17	3,51 1,96 1,75 3,01 1,85 1,67
ironwood. Ishpeming Jackson. Jackson. Kalamazoo. Kalamazoo. Lansing.	Gogebic. Marquette. Jackson. 62 Kaiamazoo. Ingham. 63	52,500 116,254 154,623 223,867	14,299 9,238 55,187 54,786 78,397		.30 .19 1.14 • .0946 1.13 • .1259 1.62 • .1824	99.9 100.0 96.7 98.2 98.2	3,162 2,272 14,295 30,478 13,833 41,620 20,150 58,598	4,060 2,441 18,324 27,902 25,068 43,674 37,061 63,655	1.89 • .1213 2.80	2,639 14,471 20,372 26,126	34 48 56 56	27,511 29,269 41,077		6,624 5,307 34,966 62,984 33,614 81,091 45,640 101,487	* .1282	2,05 2,3 2,4 2,4 2,4
Lincein Park Marquette Menominee Midiand Monroe		46,692 45,000 22,000	12,336 14,789 10,320 8,038 18,110	43.63 41.97	.26 .31 .21 .17 .37	99.7 98.4 99.8 99.6 97.9	2,884 3,239 2,540 1,895 4,268	1,811 4,321 2,491 3,026 7,581	.14 .33 .19	3,240 2,989 724 1,820	42 53 42 143 78	7,940	83.7 104.8	6,457 7,472 3,289 4,256 10,026	.24 .28 .12 .16 .38	2,2 2,3 1,2 2,2 2,3
Mount Clemens Mount Pleasant Muskegon	Macomb Isabella Muskegon Muskegon Berrien	120,814	13,497 5,211 41,390 15,584 11,326	24.67 48.93 18.41	.28 .11 .86 .32 .23	97.9 97.4 98.1 95.2 97.5	3,400 1,272 10,322 3,629 3,025	6,156 2,930 16,550 3,347 3,689	1.25	2,216 3,620 6,877 333 719	74 89 71 39 54	25,384	96.5 96.2 96.2	8,048 1,649 20,014 7,196 6,132	.27	2,3 1,2 1,9 1,9 2,0
Owosso Petosky Pontiac Port Huron River Rouge	Shiawassee	35,000 221,431 143,176	14,496 5,740 64,928 31,361 17,314	37.99 30.74 46.41	.30 .12 1.34 .64 .36	99.5 96.0 94.8 95.6 87.3	3,728 1,470 15,153 8,090 3,751	6,623 2,955 22,462 13,107 4,204	.22 1.70 .99	1,921 1,064 16,661 4,849 610	30 54 58 61 55	8,513 29,997 21,469	100.4	5,961 2,234 37,246 19,918 7,798	.75	1,5 1,5 2,4 2,4 2,0
Royal Oak	Oakland. Saginaw	146,899	22,904 80,715 8,349 13,755 12,539	66.86 10.30 54.92	* .1196 .17	99.8 93.9 98.9 97.9 99.6	5,604 19,733 35,450 2,251 3,088 2,842	2,409 4,943	2.01 * .1066 .18 .37	1,644 21,647 2,630 2,571 1,952	99 66 63 47 33	29,442 5,076		14,335 46,669 77,857 4,673 7,025 4,942	* .1231 .18 .26	2,5 2,3 2,0 2,2 1,7
Wyandotte Ypsilanti*% of U. S. A.	Wayne Washtenaw	60,000	28,368	1.50	.59	99.9 87.1	6,321 2,893	7,567	.57	1,740 368	64		162.4	15,543 6,084	.58	2,4

For Michigan County figures, see page 120

Preparation OF CHARTS

"We are now working on a chart in which the April 10 issue of your publication is playing no small part. However, it is just about impossible for us to get our hands on a copy here in the office, for the two or three subscription copies we received always seem to be in use."

VAN SANT, DUGDALE & COMPANY, ADVERTISING, BALTIMORE

Preparation OF ADVERTISING PLANS

"This survey is regarded here as by far the best summary of its kind. We refer to it frequently and we know that the sales managers of many of our clients' organizations swear by it . . . I made use of it in connection with the preparation of advertising plans for two of our clients."

Executive of N. W. AYER & SON, PHILADELPHIA

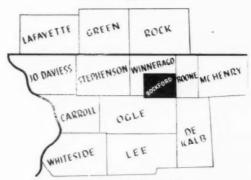
If You're Interested in Figures—

Here's a market with sales of better than \$160,000,000. Here's a city that ranks 23rd nationally in auto registrations per 1000 families. Here are newspapers which ranked 15th and 30th, respectively, in the nation in automotive display linage during 1938.

Rockford's people are now watching with eager anticipation the erection of two senior high schools, one junior high. Rockford's retailers are watching with similar anticipation the \$3,000,000 and more additional being paid in wages and materials on these building jobs.

Sales managers, advertisers and others eager to cash in on such rich buying power — \$2,141 per family — would do well to investigate the full possibilities of the Rockford market. You can get bi-weekly market data, monthly net paid circulation breakdowns, frequency rates and merchandising cooperation. Your wire, letter or personal call will bring you the desired information.

ROCKFORD MORNING STAR Bockford Register-Republic



RETAIL SALES DURING 1938*

ILLINOIS		ILLINOIS	
Boone	4,460,533	Stephenson	14,163,767
Carroll	4,857,767	Whiteside	11,576,233
DeKalb	12,469,700	Winnebago	45,424,633
Jo Daviess	4,242,833	WISCONSIN	
Lee	9,491,200	Green	7,230,000
McHenry	11,574,667	Lafayette	3,522,000
Ogle	7,794,900	Rock	25,351,000

TOTAL - \$162,249,233.00

*Illinois figures are based on sales tax collections from Illinois department of finance; Wisconsin figures are 1935 census of business.

Members: Audit Bureau of Circulations; Illinois Markets; Media Records, Inc.

National Representatives, KELLY-SMITH COMPANY

WISCONSIN

				ı	POPUL	ATION				ES VOLU s-000 on		IN- COME TAX	LOCAL NEWS-	SCALE		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	TURNS PER 1,000	PAPER CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollar Per Fa m
AppletonAshlandBeloitCudahyEau Claire	Outagamie		105,000 40,000 50,000	10,631	50.45 31.83 1.47	.86 .36 .81 .36	99.9 99.2 96.1 99.7 100.0	6,312 2,564 6,397 2,283 6,760	13,080 4,450 9,950 2,472 12,246	1.41 .48 1.07 .27 1.32	4,381 4,182 3,034	65 48	9,801 15,132	78.0 134.1	17,699 5,677 17,297 5,644 17,961	1.11 .35 1.08 .35 1.12	2,804 2,214 2,704 2,475 2,655
Fond du Lac. Green Bay. Green Bay. Janesville Kenosha. La Crosse La Crosse.	Fond du Lac Brown Hock Kenosha La Crosse	81	93,425 228,767 79,553 62,837 99,773	37,415 21,628	53.26 29.18 79.43	.90 1.27 1.864 .73 1.71 1.35 0814	99.3 99.6 99.7 99.5 99.9	6,701 9,050 52,029 5,740 12,065 10,007 24,079	12,953 21,426 63,579 10,703 14,716 13,005 25,946	1.39 2.30 1.765 1.15 1.58 1.40	9,974 38,053 15,947 4,003 10,825	79 84 64	13,027 22,700 14,042 12,171 15,643	129.3 139.4 98.9	16,960 25,213 94,872 15,946 32,950 25,108 44,636	1.57	2,53 2,78 2,77 2,77 2,73 2,50
Madison, Madison Manitowoc, Marinette Menasha Milwaukee Milwaukee	Dane Manitowoc Marinette Winnebage Milwaukee	84	184,331 81,612 61,298	22,963 13,734 9,062 578,249	40.96 11.83	1.97 • .1501 .78 .47 .31 19.66 • 1.5187	99.3 99.8 99.8 98.7 98.4	15,053 46,315 5,686 3,358 2,090 143,369 450,016	41,562 68,820 10,842 6,982 2,117 254,906 612,887	4.47 * .1911 1.17 .75 .23 27.40 * 1.7023	25,768 12,251 2,490 259 372,468	62 38 73	51,797 .10,929 5,785 304,049	114.5 83.7	47,778 111,033 14,477 5,887 5,622 439,139 1,078,664	* .1755 .90 .37 .35 27.44	3,174 2,54 1,75 2,69 3,06
Neenah. Oshkosh	Winnebago Winnebago Racine Sheboygan Milwaukee		79,139 126,714	67,542	74.90 55.10	.31 1.37 2.29 1.33 .45	99.7 99.8 99.2 100.0 99.9	2,388 10,283 16,809 9,910 3,661	3,579 14,175 23,084 15,480 2,343	.38 1.52 2.48 1.66 .25	913 11,272 11,076 10,681	53	14,696 18,753 18,540	114.2	6,328 27,887 50,242 26,143 7,622	.40 1.74 3.14 1.63 .48	2,65 2,71 2,98 2,63 2,08
South Milwaukee Stevens Point Superior Superior Two Rivers Watertown	Milwaukee Portage Douglas Manitowoc Jefferson-Dodge		50,000 404,391 33,000 40,000	36,113	40.27 77.52	.3297	100.0 100.0 99.4 100.0 99.9	2,426 3,144 8,678 91,126 2,382 2,912	2,697 6,309 12,637 86,051 3,058 5,530	.29 .68 1.36 • .2393 .33 .59	400 5,024 12,170 825		19,884	89.7 99.1 114.5 140.7	6,803 6,961 22,233 158,142 6,065 7,469		2,80 2,21 2,58 2,58 2,54 2,56
Waukesha	Waukesha Marathon Milwaukee Milwaukee		76,694		33.64	.81	98.5 100.0 99.9 99.9	4,086 5,952 5,496 8,362	7,640 11,714 4,800 9,353	1.26 .52 1.01	6,111 10,027 2,864	72 56 153 60	9,210	77.7	10,983 13,696 18,153 22,218	.69 .86 1.13 1.39	2,686 2,30 3,30 2,65

East South Central States—County Data

KENTUCKY

COUNTY		p (In Thou	OPULA		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		ECTIVE B			SAL MANA MEI MARI CONTI	AGE- NT KET
COUNTY	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars (In thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Adair. 138 Alien. 138 Anderson. 138 Ballard. 136 Barren. 138	16.4 15.2 8.5 9.9 25.8	.0070		41.0 38.5 42.3 39.3 53.3	3.7 3.8 2.2 2.4 6.2	3.5 3.6 2.0 2.2 5.5		76.50 83.64	1,132 1,237 1,322 797 3,403	.0037 .0037 .0022	82 79 115 54 250	72 62 41	371 403 785 544 567	1,626 1,782 2,026 1,572 6,454	.0028 .0032 .0025	440 474 936 650 1,040	455 483 976 685 1,107	.0034 .0036 .0043 .0025 .0109	29 61 31
Bath	11.1 38.8 9.6 18.1 43.9	.0078	34.3	38.2 59.4	2.6 7.7 2.6 4.7 9.9	2.4 7.3 2.5 3.5 9.6	16.52 29.80	37.22 83.48 70.20	1,095 3,172	.0168 .0030	79 159 116 253 364	60 67	447 277 836 687 674	1,843 8,404 2,066 4,202 17,903	.0133 .0033 .0066	709 1,085 792 887 1,814	737 1,122 808 1,039 1,842	.0041	5.
Boyle 138 Bracken 50 Breathitt 137 Breckinridge 138 Bullitt 138	16.3 9.6 21.1 17.4 8.9	.0078 .0172 .0141		87.5 46.1 43.8 30.6 28.8	4.1 2.5 3.9 4.2 2.1	3.2 2.5 3.9 4.0 2.0	26.06 14.50 19.56	73.94 85.50 80.44	1,247 892 1,190	.0033	83	83 57	753 755 85 352 568		.0035	1,475 823 433 522 521	1,686 834 436 537 533	.0037	1: 2:
Sutler 138 Saldwell 138 Salloway 138 Sampbell 50 Sarlisle 138	12.6 13.8 17.7 73.4 7.3	.0103 .0112 .0144 .0598 .0060	34.5 16.3 82.3	30.3 42.8 42.9 506.1 37.2	2.9 3.5 4.3 19.4 1.9	19.1	18.43 80.55	64.93 81.57 19.45	2,275 15,351	.0426	103 137 694	76 61 42	160 418 621 649 370	1,067 2,917 4,104 34,635 1,046	.0046 .0065 .0547	370 840 947 1,786 563	376 906 972 1,803 576	.0051 .0068 .0445	4 7
Carrell 138 Carter 53 Casey 138 Christian 138 Clark 137	8.2 23.8 16.7 34.3 17.6	.0194 .0138 .0279	31.3	61.8 57.7 44.2 47.3 66.6	2.1 4.6 3.5 8.2 4.6		10.35 41.48	70.60 89.65 58.52	1,877 682 5,276	.0052	55 50 263	57 64	698 228 223 478 692	3,107 1,178 7,097	.0049 .0019 .0112		1,331 670 337 1,093 1,645	.0043 .0021 .0132	1 1
Bay 137 Binton 137 Fittenden 138 Sumberland 138 Daviess 138	18.5 9.0 11.9 10.2 43.8	.0097		38.8 38.6 30.5 26.4 91.6	3.4 1.9 2.9 2.2 10.8	3.4 1.9 2.8 2.0 9.7	10.41 25.29 12.57	89.59 74.71 87.43	352 1,070	.0010 ,0030 .0016	68 48	74 52 77	117 175 342 286 694	1,457 1,031	.0011 .0023 .0016	278 353 499 473 1,558	281 355 508 496 1,648	.0029	3 3
dmonson 138 illiott 53 still 137 ayette 137 leming 50	11.5 7.6 17.1 68.5 12.9	.0062 .0139 .0558	21.3	37.3 28.8 67.2 254.8 39.8	2.5 1.4 3.5 17.2 3.4		74.49	91.25 75.48 25.51	271 1,355 26,972	.0008 .0038 .0749	15 63 1,439	58 46 61	179 110 302 875 601	736 2,768 39,792	.0012 .0044 .0629	786	403 514 792 2,737 765	.0009 .0038 .0709	1 12
Toyd. 53 Franklin 138 Fulton 143 Gallatin 50 Barrard 137	41.9 21.1 14.9 4.4 11.6	.0172 .0122 .0038	55.1 23.4	105.1 105.8 77.3 40.7 48.8	8.2 4.6 3.6 1.2 2.8	8.0 4.0 2.9 1.2 2.4	69.67 43.08 24.38	30.33 56.92 75.62	5,592 2,991 532	.0155 .0083 .0015	370 123 65	52 44 67	227 913 704 608 639	5,984 3,185 777	.0095 .0050 .0012	873 650	796 1,416 990 664 947	.0148	8 8
Grant 50 Graves 136 Grayson 138 Green 138 Greenup 50	9.9 30.8 17.1 11.4 24.6	.0251 .0139 .0093	26.5	37.4 55.9 34.3 40.9 71.0	2.8	4.0 2.5	38.39 12.82 15.05	61.61 87.18 84.95	4,940 1,206 1,067	.0137 .0033 .0030	58 39	51 52 36	855 566 288 375 399	7,357 2,077 1,316	.0116 .0033 .0021	519 478	856 1,006 522 499 770	.0129 .0032 .0024	2 4
lancock	6.1 20.9 64.6 14.9 16.2	.0170 .0528 .0121	12.3	135.1	1.6 5.0 12.7 3.9 3.8	11.4 3.6	34.36 88.14 24.55	65.64 11.86	11,416 2,805	.0317	301 346 243	54 39 60	502 711 349 844 450	6,441 13,421 4,357	.0102 .0212 .0069	1,060	1,165	.0126 .0236 .0091	6
fenderson	26.3 12.6 8.7 37.4 10.5	.0102 .0071 .0305	27.2	41.5 38.8	2.1 9.5	3.0 1.9 8.0	15.85 13.65 59.90	84.15 86.35 40.10	1,439 694 5,900	.0040 .0019 .0164	134 47 328	70 44 65	532 670 367 469 241	2,562 1,432 8,618	.0040 .0023 .0136	760 678 911	730 999	.0050	2 7
Jefferson. 138 Jessamine 137 Johnson 53 Kenton 50 Knott 137	355.4 12.4 23.0 93.5 15.2	.0101 .0187 .0762	79.8	72.3 85.7	3.1 4.5 24.3	2.5 4.5 23.1	19.43 36.11 84.96	80.57 63.89 15.04	1,623 2,513 21,986	.0045 .0070	134 106 987	61 40 48	721 656 267 636 103	2,512 2,772 50,42	2 .0040 2 .0044 3 .0796	816 612 2,074	906 613 2,132	.0050 .0050 .0840	2 6 0
Knox. 137 - arue. 138 - aurel. 137 - awrence. 53 - 06. 137	26.3 9.1 21.1 16.7 9.7	.0074		73.8 31.6 47.2 39.6 33.8	2.2 4.3 3.3	2.1 4.2 3.3	19.71 18.54 10.62	80.29 81.46 89.38	1,040 1,590 954	.0029	116 86 56	60 73 57	257	1,35 2,52 1,92	.0021 1 .0040 4 .0030	618 587 576	636 593 580	.003 .004 .002	7 3 9
Leslie137	10.8	.0088	23.7	28.9	1.9	1.9	11.08	88.98	310	.0009	1:	60	60	69	.0011	364	364	.000	9

OWENSBORO IS KENTUCKY'S FASTEST-GROWING MARKET

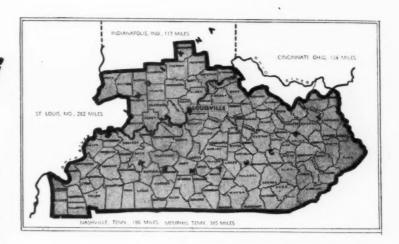
From 1935 through 1938 Owensboro continued to make further strides forward as a responsive market. It led in percentage increase of retail sales among Kentucky's five major markets; it led in percentage increase in passenger car registrations; it made the best showing last year in sales of new passenger cars.

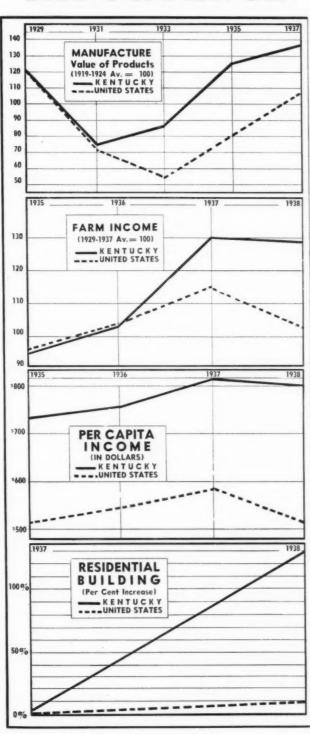
The Owensboro area for 50 years has been served exclusively by the Messenger and Inquirer, with Dally and Sunday net paid ABC circulations in excess of 18,000, one of the lowest milline rates in the section, and an 88% concentration in the city and retail trading zone.

The Guenshara Messenger (Morning and Sunday) The Owensboro Inquirer (Evening)

Kentruckiana

A MARKET OF INCREASING IMPORTANCE





Effective buying income in Louisville, the trade center of Kentuckiana, declined only 2% in 1938 while the loss for the nation as a whole was 12%. This stability in purchasing power is accounted for by the continued gains in manufacture and the farm prosperity which prevails in the market. The value of manufactured products in Kentuckiana are greater today than in the boom year of 1929 and farm income declined only 1% while national farm revenue dropped more than 10% in 1938. Last year, Louisville bank deposits soared to the second highest total in the city's history; cigarette production reached an all time high; live stock receipts gained 3.1% over 1937; residential building, as reported by the Dodge Corp., increased 127% in Louisville as compared with a gain of only 9% in the 37 States covered by this service; withdrawals of Kentucky whiskey increased 16.7% while withdrawals of whiskey made in other States declined 11.2%; Kentucky crude oil production increased 13.5% in 1938 and utility connections in Louisville are at an all time high.

Few markets compare with Kentuckiana in sales opportunities and YOUR sales in this wealthy market can be increased by concentrating "A" schedules in . . .

The Courier-Journal THE LOUISVILLE TIMES THE BRANHAM COMPANY, NATIONAL REPRESENTATIVES

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			MANA MEN MARI CONTI	NT KET
COUNTY	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami-	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
etcher	35.7 14.3 17.7 8.6	.0291 .0117 .0144 .0072		100.6 29.2 52.3 22.0	6.8 3.2 4.1 2.1	6.3 3.2 3.7 2.0	17.06 12.95	87.05	4,570 1,185 1,662 492	.0127 .0033 .0046 .0014	159 81 161 40		286 373 470 367	4,622 1,856 2,251 1,101	.0073 .0029 .0036 .0017	677 575 546 528	706 577 583 540	.0094 .0035 .0055 .0017	32 30 38 24
ogan	21.9 8.5 46.3 14.6 11.1	.0178 .0069 .0377 .0119 .0090	15.0 72.4	30.8	5.5 1.8 11.7 2.8 2.7	4.6 1.6 9.5 2.8 2.6	74.07 47.82	80.40 25.93 52.18	1,244	.0081 .0014 .0318 .0035 .0023	173 60 417 45 56	78 32 58	496 380 577 248 378	3,640 1,041 22,001 2,938 1,551	.0058 .0016 .0348 .0046 .0025	665 591 1,873 1,046 571	732 625 2,105 1,047 581	.0077 .0020 .0294 .0035 .0026	78
Madison	27.6 15.7 15.5 12.9 8.6	.0225 .0128 .0126 .0105 .0072	23.5	52.0	6.6 3.1 3.4 3.1 1.5	5.5 3.1 3.0 3.1 1.5	13.48 22.57 9.21	86.52 77.43 90.79	2,032 950	.0129 .0011 .0056 .0026	273 36 163 124 16	63 53 68	568 108 715 567 172	891 2,295 1,763	.0014 .0036 .0028	288 678 563	1,198 288 721 565 403		12 47 31
Mason	18.9 8.0 5.0 14.5 9.4	.0154 .0066 .0040	34.7	83.1 26.7 24.4	4.8 1.9 1.0 3.6	4.2 1.8 1.0 3.2	52.22 16.48 11.26 25.32	47.78 83.52 88.74 74.68	3,797 571 283 1,950	.0105 .0016 .0008	292 88 14 157	61 44 117 54	640 547 217 894 410	5,813 856 385 3,008	.0014 .0006 .0048	456 392 830	887	.0025 .0007 .0062	1 1 5
Monroe138 Montgomery137 Morgan53 Muhlenberg138 Velson138	13.1 11.7 15.1 37.8 16.5	.0107 .0095 .0123 .0308 .0135		29.7 58.9 41.5	2.9 3.0 3.0 8.6	2.8 2.4 3.0 7.8 3.1	17.12 28.52 10.71 52.85	82.88 71.48 89.29 47.15	1,021 2,381 589 3,961	.0028 .0066 .0016	52 142 31 186	95 72 56 61	314 757 156 308 795	1,175 3,266 1,352 4,999	.0019 .0052 .0021	408 1,102 443 583	444 613	.0064 .0018 .0095	6 3 1 3
Nicholas	8.6 24.5 7.4 10.7 7.2	.0070 .0199 .0060 .0087		41.2 41.9 41.1 29.2 33.4	2.3 5.9 1.9 2.8	2.1	13.30 23.51 19.60 10.55	86.70 76.49 80.40 89.45	1,109 1,615 887 1,060	.0031 .0045 .0025	77 89 110	59 54 58 70	569 307 681 491	1,752 2,294 1,913 1,871	.0028 .0036 .0030	760 388 1,009 675	397 1,071 698	.0033 .0043 .0037	3 2 8 8
Pendleton50 Perry 137 Pike 53 Powell 137 Pulaski137	10.9 42.2 63.3 5.8 35.6	.0089	16.6 5.3	39.0 125.9 81.2 32.0	2.8 8.1 12.0 1.2	2.8 7.6 11.6	15.48 66.67 49.24 12.44	84.52 33.33 50.76 87.56	1,159 5,785 6,263 311	.0032 .0161 .0174	103 152 288	87 50 47 42	697 217 281 205 308	2,344 10,497 9,218 623	.0037 .0166 .0146	826 3 . 297 770 5 511	834 1,347 785 523	.0041 .0135 .0157	5 37 38
Robertson	3.3 15.1 10.9 11.9	.0027 .0123 .0089 .0097		30.7 48.9 40.0 36.3	.9 3.1 2.2 2.5	.9 3.1 2.2 2.4	9.36 16.29 31.63 13.20	90.64 9 83.71 8 68.37 9 86.80	228 915 1,203 633	.0006 .0026 .0033	31 21 51 22	78 52 52 42 42 42	686 186 341 246	588 1,658 980 990	.0008 .0028 .0016	660 538 448 6 401	664 537 448 408	.001 .002 .002 .001	1 4 1 5 2 5 1
Shelby 138 Shempoon 138 Spencer 138 Taylor 138 Todd 138	17.7 11.3 6.6 12.0 13.5	.0144 .0092 .0054	22.8	41.4	4.4 2.8 1.6 2.9	3.7 2.4 1.4 2.6	25.99 25.53 11.97 21.91	74.01 74.41 7 88.03	3,101 1,717 719 1,700	.0086 .0046 .0020	268 61 71 131	63 47 5 69 5 52	72: 64: 71: 670	5,169 1,769 1,409 2,670	9 .0082 7 .0022 8 .0022 0 .0042	2 1,15 8 62 2 90 2 91	1,274 679 7 946 3 969	.010 .003 .002 .005	2 7 4 7 4 5
Trigg	12.5 5.3 17.1 33.7 12.6	.0102 .0044 .0139	14.9	29.3 34.7 52.5	2.9 1.3 4.0 8.5	2.3 1.3 3.5 7.1	13.64 14.23 43.24 35.00	86.30 7 85.73 3 56.73 6 64.9	1,063 377 2,920 6,754	.0036 .0016 .008	55 2 1 11 8 42	9 55 5 69 7 50 3 59	369 579 522 673	1,78 62 3 3,61 2 8,56	0 .002 4 .001 4 .005 1 .013	8 624 0 476 7 894 5 1 013	4 70° 0 47° 4 97° 3 1,11°	,003 2 .001 0 .006 3 .018	0 1 6 6 1
Wayne 137 Webster 135 Whitley 140 Wolfe 137 Woodford 137	15.8 20.5 29.7 8.4 11.0	.0129 .0167 .0242	23.0	33.2	3.3 5.4 6.2 1.6	3.1 4.5 6.3 1.6	16.19 51.9 42.6 6.3	9 83.8 3 48.0 7 57.3 5 93.6	1 1,033 7 2,40 3 3,783 5 283	7 .0029 1 .006 3 .010 3 .000	9 6 7 10 5 13 8 3	2 65 8 53 7 48 4 89	26 36 35 16	1 1,33 1 3,57 9 4,78 4 72	8 .002 0 .005 9 .007 7 .001	1 40 6 66 6 76 1 45	8 41 7 73 7 77 8 45	7 .002 5 .005 1 .008 6 .001	7 9 4 2
STATE TOTAL.	2,614.6		-	-	-	-	-	-		-	4 22,70	-		-		-	-		_

For Kentucky City figures, see page 144

7	7	F	N	N	F	C	C	E	F
		Ca .	1	1			. 7	100	1

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Anderson. 140 Bedford. 141 Benton. 141 Bledsoe 142 Blount. 140	19.7 21.1 11.2 7.1 34.0	.0160 .0172 .0091 .0058 .0277	23.7	57.7 41.0 24.6 18.2 59.5	4.1 5.1 2.6 1.4 7.4	4.0 4.2 2.5 1.3 6.7	53.31 39.39 11.59 20.16 54.51	46.69 60.61 88.41 79.84 45.49	3,791 3,220 838 621 4,329	.0105 .0089 .0023 .0017 .0120	148 262 27 22 327	46 60 35 40 55	518 616 264 277 694	5,037 4,987 1,466 702 8,020	.0080 .0079 .0023 .0011 .0127	1,239 968 566 508 1,084	1,259 1,081 572 520 1,147	.0087 .0101 .0020 .0013 .0139	54 59 22 22 50
Bradley 142 Campbell 140 Cannon 141 Carroll 143 Carter 139	22.9 26.8 8.9 26.1 29.2	.0186 .0218 .0073 .0213 .0238	39.9 9.8 27.6	63.2 58.4 33.3 42.2 82.8	5.1 5.5 2.1 6.2 5.8	4.7 5.4 2.0 5.2 5.7		47.35 91.42	4,754 4,175 567 2,763 4,162	.0132 .0116 .0016 .0077 .0116	191 145 42 119 194	44 53 66 37 36	623 331 386 390 447	5,332 4,218 1,103 4,381 5,577	.0084 .0067 .0017 .0069 .0088	1,044 766 531 701 961	1,097 778 543 771 972	.0105 .0086 .0018 .0069 .0102	39 25 32
Cheatham 141 Chester 143 Claiborne 140 Clay 141 Cocke 140	9.0 10.6 24.3 9.6 21.8	.0074 .0086 .0198 .0078 .0177	13.7	28.7 33.9 52.0 37.7 51.0	2.0 2.4 5.0 2.0 4.6	1.8 2.0 4.9 1.9	9.27 12.02 26.65 9.12 21.68	73.35 90.88	756 1,894 424	.0019 .0021 .0053 .0012 .0058	57 39 80 15	59 60 43 56 53	493 296 275 163 349	1,512 1,505 2,839 837 3,473	.0024 .0024 .0045 .0013 .0055	750 633 568 418 757	791 699 576 426 772	.0024 .0022 .0047 .0011 .0053	32 28 24 14 30
Coffee	16.8 17.4 11.4 222.9 10.1	.0137 .0141 .0093 .1815 .0082	23.9	37.9 65.0 17.5 436.1 35.1	3.9 4.1 2.3 53.3 2.3	3.5 3.3 2.3 39.6 2.1	14.22 29.14 90.57	85.78 70.86 9.43	1,145	.0061 .0042 .0032 .2505	166 74 54 3,377 43	70 50 53 54 73	469 372 367 666 210	2,926 2,677 1,334 53,346 1,639	.0046 .0042 .0021 .2423 .0026	759 657 578 2,879 723	802 736 581 3,367 756	.0064 .0041 .0027 .2228 .0022	47 29 29 123 27
DeKaib141 Dickson141	14.2 18.5	.0116 .0151	15.6	46.1 33.7	3.2 4.2	3.1 3.8	9.77 33.87	90.23 66.13	958 2,457	.0027	61 94	55 56	298 435	1,700 3,081	.0027	529 733	543 779	.0029	25 36

HERE'S STENING



THE MID-SOUTH'S Dominant RADIO STATION

 The greatest number of entertaining and informative programs attracts the greatest listening audience. Hour by hour, program by program, WMC's schedule is designed to attract and hold the 399,540 radio homes in WMC's primary coverage area.

With WMC, programs come first. The listeners follow.



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 Man on the street broadcasts. programs from remote vantage spots are made possible by WMC's complete short wave facilities.

Owned and Operated by THE COMMERCIAL APPEAL "The South's Greatest Newspaper"

5.000 Watts Day 1.000 Watts Night WMC Memphis

National Representative: The Branham Co. APRIL 10, 1939

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TENNESSEE—(Continued)

COUNTY		P (in Thous	OPULA		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	IGE- NT KET
	Total 1930	% of U.S.A.	% Urban	Density per sq. mi.	Fami- lies	White Families	Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Per M	Dollars in thousands	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Dyer	31.4 28.9 11.0			62.8 46.7 22.7	7.3 6.3 2.1	6.1 1.8 2.1	5.37	94.63	5,894 1,686 949	.0164 .0047 .0026	225 95 43	70	417 200 244	7,624 3,855 1,222	.0122 .0062 .0019	1,045 610 577	1,153 1,020 577	.0134 .0053 .0022	52 23 24
Franklin	21.8 46.5 28.0 12.7 35.1	.0379 .0228 .0104		37.9 73.5 44.6 41.5 57.3	4.8 11.0 6.5 2.9 7.6	4.2 8.7 4.8 2.8 7.3	31.60 19.96 7.69	80.04 92.31	2,678 5,761 3,251 643 3,948	.0074 .0160 .0090 .0018 .0110	154 245 186 31 291	54 48 44	386 397 452 298 560	10,867 4,616 1,241	.0065 .0172 .0073 .0020 .0090	860 987 710 435 756	924 1,121 835 440 770	.0018	41 40 38 17 41
Grundy. 142 Hambien. 140 Hamilton 142 Hancock. 140 Hardeman 143	9.7 16.6 159.5 9.7 22.2	.0135 .1299 .0079	75.1		2.1 3.7 37.9 1.9 4.7	2.0 3.4 28.5 1.9 2.9	41.60 90.80 6.12	58.40 9.20 93.88	348	.0091	30 299 2,011 21 114	65 53 44	270 595 629 157 352	4,046 93,851 590	.0064 .1483 .0009	575 1,085 2,475 305 623		.0103 .1313 .0010	101
Hardin. 143 Hawkins 140 Haywood 143 Henderson 143 Henry 143	16.2 24.1 26.1 17.7 26.4	.0196 .0212 .0144	12.2	32.9	3.5 5.2 5.8 4.0 6.2	2.1 3.6	17.32 11.38 16.53	82.68 88.62 83.47	1,994 2,537 1,637	.0055 .0070 .0045	137 98 71	47 52 56	302 444 245 323 427	3,477 4,370	.0055 .0069 .0046	577 664 749 730 831	612 684 1,168 771 922	.0060 .0063 .0043	30
Hickman 141 Houston 141 Humphreys 141 Jackson 141 Jefferson 140	13.6 5.6 12.0 13.6 17.9	.0045 .0098 .0111		23.9 28.2 28.7 44.7 57.4	3.0 1.3 2.6 2.9 3.8	2.7 1.1 2.5 2.9 3.6	21.07 19.58 13.74	80.42 86.26	981 771	.0012 .0027 .0021	23 64 35	56 50 37	380 290 306 222 566	661 2,084 1,271	.0011 .0033 .0020	537 777 433	653 564 810 438 554	.0012 .0031 .0020	27 32 18
Johnson	12.2 155.9 10.5 23.4 28.8	.1270 .0085 .0191	67.8	88.0 51.3	2.5 34.8 2.7 5.5 5.6	2.4 30.2 1.6 3.3 5.4	82.71 26.46 26.55	17.29 73.54 73.45	47,574 1,327 3,368	.1321 .0037 .0094	1,935 66 137	58 36 49	330 690 305 357 376	81,203 2,505 4,413	.1283 .0040 .0070	2,331 926 804	1,212	.1203 .0037 .0078	95 44 41
Lewis	5.3 25.4 17.8 29.0 19.9	.0207 .0145 .0236	33.0		1.1 5.8 3.7 6.3 4.4	1.0 4.9 3.6 5.9 4.0	18.20 59.29 45.60	40.71	3,662 2,333 3,775	.0102 .0065 .0105	148 159 218	55 58 62	330 486 541 422 280	4,390 2,883 8,470	.0089 .0046 .0134	753 770 1,337	787	.0083 .0065 .0117	40 45 50
Maton. 141 Madison. 143 Marion 142 Marshall 141 Maury 141	13.9 51.1 17.6 15.6 34.0	.0416 .0143 .0127	43.4	34.8 41.2	3.2 12.6 3.7 3.9 8.4	3.2 8.0 3.3 3.4 5.8	51.09 59.28 27.24	48.91 40.72 72.76	10,926 2,167 2,320	.0303 .0060 .0064	510 67 211	55 44 48	271 469 314 622 630	17,166 2,883 3,044	.0271	1,363 782 776	1,716 826 84	.0280 .0047	87 33 58
Meigs	6.1 21.4 30.9 4.0 13.6	.0174 .0252 .0033	29.9	29.6 31.8 59.8 28.6 25.7	1.3 4.5 7.3 .9 2.6	4.3 4.8 .9	35.75	72.91 64.25 89.23	1,823 5,731 108	.0051 .0159 .0003	95 236 15	5 51 5 57 5 36	303 352 428 238 265	2,792 7,479 470	.0044	1,024 500	1,270 52	.0048 .0134 .0006	28 53 18
Obion. 143 Overton. 141 Perry 141 Pickett. 141 Polk. 140	29.1 18.1 7.1 5.6 15.7	.0147 .0058 .0048		52.7 49.5 14.7 34.7 38.3	7.0 3.6 1.6 1.1 3.0	3.6 1.5 1.1	10.88 13.83 11.91	89.12 86.17 88.09	1,099 521 379	.0031	5:	2 79 1 40 8 55	468 168 248 138 463	1,700 1,045 45	.0027	473 661 401	67: 40	.0028 .0018 1 .0007	19 28 7 15
Putnam 141 Rhea 142 Roane 140 Robertson 141 Rutherford 141	23.8 13.9 24.9 28.3 32.3	.0113 .0199 .0230	34.6	38.0 64.4 82.0	2.9 5.1 6.7	2.7 4.8 5.3	40.29	74.4	1,425 3,545 4,28	.0040	91 171 201	54 8 52 1 44	406 344 420 521 583	5,003 6,86	.0029 .0079 .0108	983 1,030	64 1,01 1,16	.0039 7 .0090 8 .0111	35 0 45 1 48
Scott	20.1 306.1	.0033 .0167 .2496	82.	15.3 34.9 382.6	80.4	4.1 44.0	23.73 19.49 85.89	76.2 5 80.5	28: 1,74: 114,51:	.0006 2 .0046 3 .3181	11 5,54	4 54 4 60 9 65	219 236 489 551 441	2,80 214,51	.0006 2 .004 7 .339	47. 68: 2,66:	8 47 2 68 3 3,58	4 .0007 6 .005 6 .315	7 21 1 31 2 128
Stewart	28. 27.	0416 0233 0224	48.8 10.0 12.3	52.6 62.2	11.0 6.9 6.1	10.5 5.8 3.6	68.1	31.8 1 76.8 8 88.4	11,779 3,079 2,88	.0327 5 .008! 1 .008	67 13 14	1 44	258 804 563 357 696	18,49 4,74 4,28	8 .029 4 .007 5 .008	1,68 69 8 69	1,72 2 75 8 91	3 .032 6 .007 4 .007	3 78 7 33 5 33

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A SCRIPPS-HOWARD NEWSPAPER

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TENNESSEE—(Continued)

COUNTY		P (In Thous	OPULA sands, e		sity)		TYPE OF INDUSTRY		RETAIL SALES 1938 S. M. ESTIMATE		AUTO SALES, 1938			EFFE		SALES MANAGE- MENT MARKET CONTROLS			
	Total 1930	% of U. S. A.	% Urban	Density per sq. ml.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- Ily	National Buying Power %	Buy- ing Power Index
Unicel	12.7 11.4 3.5 20.2 45.8	.0103 .0093 .0029 .0165 .0373	19.3	63.1 48.4 12.0 47.8 140.9	2.6 2.3 .7 4.7 9.7	2.6 2.3 .7 4.4 9.1	7.77 8.75	92.23 91.25 65.33	359 86 2,674	.0037 .0010 .0003 .0074 .0279	61 26 3 98 513	35 39 43 42 50	421 282 155 390 708	3,673 1,140 216 2,630 11,514	.0018 .0004 .0042	290 559	1,437 493 293 584 1,232	.0042 .0014 .0003 .0056 .0243	10 34
Wayne	12.1 29.3 15.6 22.8 23.9	.0099 .0238 .0127 .0186 .0195	11.2	42.8 39.0	2.6 7.3 3.4 5.2 6.0	2.5 6.6 3.2 4.0 4.9	24.16 30.98 19.83	75.84 69.02 80.17	3,538 1,347 2,547	.0038	33 132 60 219 248	38 44 61 56 52	216 431 339 659 600	930 5,663 1,994 5,577 5,393	.0015 .0090 .0032 .0088 .0085	595 1,077	368 817 612 1,238 1,009	.0015 .0086 .0034 .0091 .0104	36 27 49
STATE TOTAL.	2,616.6	2.1312	34.2	62.8	600.6	480.1	49.72	50.28	523,261	1.4534	24,472	54	497	874,496	1.3821	1,456	1,642	1.3693	64

For Tennessee City figures, see page 144

ALABAMA

										-		-							-
Autauga	19.7 28.3 32.4 20.8 28.0	.0160 .0230 .0264 .0169 .0228	16.0	33.7 17.7 35.6 32.8 43.2	4.5 6.5 7.1 4.6 5.9	1.9 5.0 3.1 2.9 5.6	21.12 40.73 30.97 40.53 18.96	78.88 59.27 69.03 59.47 81.04	1,170 3,317 2,971 1,431 1,630	.0033 .0092 .0083 .0039 .0045	58 251 119 87 125	39 55 39 53 51	279 469 271 283 263	2,110 5,034 3,263 1,942 2,107	.0033 .0080 .0052 .0031 .0033	471 770 457 423 359	703 888 673 530 368	.0031 .0101 .0068 .0038 .0048	19 44 25 22 21
Bullock 149 Butler 149 Calhoun 147 Chambers 127 Cherokee 148	20.0 30.2 55.6 39.3 20.2	.0163 .0246 .0453 .0320 .0165	14.3 13.2 51.8 13.2	32.8 39.6 90.4 64.2 35.0	4.7 6.6 12.1 8.3 4.2	1.0 3.3 9.2 4.6 3.8	17.09 27.72 69.80 56.19 9.47	82.91 72.28 30.20 43.81 90.53	1,305 2,725 9,193 3,120 883	.0036 .0076 .0255 .0087 .0024	63 175 466 183 84	41 48 43 30 52	166 294 537 358 281	1,676 3,684 15,870 4,699 1,992	.0026 .0058 .0251 .0074 .0031	360 563 1,307 568 476	644 778 1,515 759 500	.0032 .0075 .0249 .0085 .0033	20 30 55 27 20
Chilton 147 Choctaw 145 Clarke 164 Clay 147 Cleburne 147	24.6 20.5 26.0 17.8 12.9	.0200 .0167 .0212 .0145 .0105		34.5 22.0 21.4 28.9 22.6	5.3 4.5 5.8 3.7 2.7	4.5 2.0 2.8 3.2 2.5		81.78 82.57 79.43 90.82 87.23	1,398	.0073 .0025 .0072 .0039 .0025	141 84 190 75 55	48 52 60 52 46	381 169 261 295 311	2,262 1,276 2,675 1,532 1,131	.0036 .0020 .0042 .0024 .0018	426 287 462 410 422	467 418 654 444 437	.0061 .0030 .0071 .0034 .0024	31 18 33 23 23
Coffee	32.6 29.9 25.4 12.5 41.4	.0265 .0243 .0207 .0101 .0337	19.1 36.0 25.7	48.0 48.3 30.0 19.0 39.7	6.8 6.8 5.4 2.5 8.7	5.3 4.7 3.0 1.7 7.1	32.98 18.49	80.41 67.02 81.51 76.07 58.31	3,063 4,193 2,147 700 4,522	.0085 .0116 .0060 .0019 .0126	129 347 87 45 219	38 64 48 42 37	293 483 227 323 327	3,816 6,908 2,258 984 4,144	.0060 .0109 .0036 .0016 .0065	566 1,023 420 387 477	644 1,231 558 482 534	.0071 .0135 .0047 .0019 .0102	27 56 23 19 30
Crenshaw 149 Cuilman 147 Dale 149 Dalias 149 DeKaib 142	23.7 41.0 23.2 55.1 40.1	.0193 .0334 .0189 .0449	6.7 13.3 32.6 8.4	41.2 57.6	5.2 8.6 5.1 13.7 8.3	3.6 8.5 3.9 3.3 3.1	19.76 20.43	79.57 69.75		.0069 .0161 .0048 .0205 .0079	81 224 82 467 141	45 56 36 57 43	253 407 353 302 345	2,367 4,084 2,497 13,537 3,766	.0037 .0065 .0039 .0214 .0060	457 478 494 990 455	553 481 565 1,730 461	.0049 .0114 .0043 .0221 .0071	25 34 23 49 22
Elmore	34.3 27.9 63.4 18.4 25.4	.0279 .0228 .0516 .0153 .0207		117.4 28.7	7.2 5.7 13.7 3.9 5.2	4.1 3.8 11.4 3.4 4.9	69.41 27.50	56.64 30.59		.0082 .0113 .0295 .0058 .0064	148 283 409 151 149	34 64 32 68 47	384 373 539 347 354	3,599 4,215 17,411 3,099 3,358	.0057 .0067 .0275 .0049 .0053	498 738 1,273 794 640	657 908 1,408 859 663	.0072 .0109 .0261 .0062 .0065	28 48 51 41 31
Geneva. 149 Greene. 147 Hale. 147 Henry. 149 Houston. 149	30.1 19.7 26.3 22.8 45.9	.0245 .0161 .0214 .0186 .0374		52.1 31.1 40.7 40.8 79.3	6.2 4.8 6.1 4.7 9.9	5.4 .8 1.5 2.6 7.1	7.26	92.74 89.24 85.02	1,268 1,363 2,387	.0095 .0035 .0038 .0066 .0197	146 79 82 135 349	46 45 46 59 54	290 156 207 279 372	3,539 1,707 2,428 2,638 7,868	.0056 .0027 .0038 .0042 .0124	569 355 398 558 789	616 669 693 753 943	.0078 .0034 .0040 .0060 .0167	31 21 19 32 45
Jackson 142 Jefferson 147 Lamar 147 Lauderdale 147 Lawrence 147	36.9 431.5 18.0 41.1 26.9	.0300 .3515 .0147 .0335 .0219	71.2	30.0	7.7 104.9 3.7 9.0 5.7	7.2 60.6 3.2 7.2 4.1	90.28	9.72 88.16 64.42	92,551 1,298 7,449	.0070 .2571 .0038 .0207 .0043	189 5,089 86 305 100	46 45 47 56 75	298 530 352 437 229	3,397 173,597 2,246 13,689 2,777	.0054 .2744 .0035 .0216 .0044	440 1,655 601 1,516 485	459 2,173 656 1,713 576	.0074 .2654 .0039 .0194 .0047	25 76 27 58 21
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Setting SALES QUOTAS for TRADING CENTERS

"Here are the reasons why we found your Survey of Buying Power for 1937 exceedingly useful:

- In arriving at a comparative sales valuation of each territory.
- 2. In setting up sales quotas for important trading centers.
- 3. In checking and revising total territorial quotas arrived at on January 1, 1937."

W. K. V. GILLETT, Sales and Advertising Manager, BROWN DURRELL CO., NEW YORK

Buying ADVERTISING IN EASTERN CITIES

"We used your Survey of Buying Power as a guide in checking our decisions on advertising appropriations for various eastern markets."

N. R. BARNES, Partner, BARNES CHASE COMPANY, ADVERTISING, LOS ANGELES & SAN DIEGO

Selecting MARKETS FOR FALL NEWS-PAPER CAMPAIGNS

"We plan to use your findings as one of the important factors in selecting markets for Fall newspaper campaigns."

MEDIA DEPARTMENT, GEYER, CORNELL & NEWELL, INC., NEW YORK



We Turned Mousetraps Into Space Traps and CAUGHT A WHALE!

Remember the old story of the mousetrap and the beaten path?

It, so we decided long ago at WSM, wouldn't work in radio without a change or two. In radio you don't sit and wait for the world, you build your mousetraps (broadcasts if you please) and send them out to catch the listeners. And whether or not you catch any listeners depends, in the final analysis, on two things—how well you build and how far you send.

This explains why WSM has spent many years gathering one of the largest and most versatile single station talent staffs in America, why WSM broadcasts run the gamut from blackface to basso profundo, from Sunday School to swing. To catch an audience we have delib-

erately gone about the business of making our traps as varied and as interesting as we possibly could.

This policy, coupled with the clear channel power of WSM's 50,000 watts, has succeeded in capturing a whale of an audience. Its size can be demonstrated by the mail we pull. Its loyalty can be confirmed by any sort of audience test you choose. Its buying power is best demonstrated by the number and class of advertisers who use the WSM space trap technique to capture new markets for their products.

May we show you facts and figures about this audience and its buying ability?



The Faith of Our Audience Comes First

ALABAMA'S "IN THE MONEY"

— And the Money's in Birmingham's TRUE RETAIL TRADING ZONE!
69.1% Of State's EFFECTIVE BUYING INCOME*
67.9% Of State's RETAIL SALES*

While Birmingham's True Retail Trading Zone's Effective Buying Income was \$381,496,000,* only \$239,344,000* of this wealth was spent in Retail Sales!

37.3% of the SPENDABLE — BANKABLE — INVESTABLE money in the Zone remains to create new sales opportunities within the area where nearly every second white family reads The Birmingham News-Age-Herald.



* Not including Lowndes Co., Miss. Source; THIS ISSUE, SALES MANAGEMENT.

The Burmingham News

"The South's Greatest Newspapers"

DESERTING STATION WSGN, NBC-BLUE NETWORK

NATIONAL REPRESENTATIVES . KELLY-S MITH COMPANY . R. J. BIDWELL COMPANY

THE NEWS-AGE-HERALD GIVES PERFECT MARKET COVERAGE

A L A B A M A—(Continued)

COUNTY		Pi (in Thous	OPULA ands, e		nsity)		TYPE		RETAIL SALES 1938 S. M. ESTIMATE		AUTO SALES, 1938			EFFE		SALES MANAGE- MENT MARKET CONTROLS			
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car	Ratio 1938– 1937	Regis- tration Per M Fami- lies	Dollars in thousands	U. \$ A.	Per Fam- ity	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Lee	36.1 36.6 22.9 27.1 84.6	.0293 .0298 .0186 .0220	43.1 11.5 12.2 17.8	31.0 44.1	8.2 7.9 5.4 5.9 14.3	4.1 5.7 .8 1.1 9.8		64.11 85.93 94.84 88.96 56.49	1,153 2,050	.0122 .0094 .0032 .0057	310 174 50 135 348	64 48 55	394 235 145 261 370	8,173 3,368 2,082 3,887 14,996	.0053 .0033	754 425 389 658 1,047	1,050 507 752 1,214 1,274	.0063	27 16 29
Marengo. 147 Marien. 147 Marshail 147 Mobile 164 Monree 164	36.4 26.0 39.8 118.4 30.1	.0297 .0212 .0324 .0964 .0245		34.9 66.1	8.8 5.2 8.3 28.2 6.3	2.3 5.0 8.1 17.4 3.0	20.13 20.80 88.04	79.20 11.96	28,801	.0066 .0040 .0124 .0800 .0052	183 138 353 1,360 140	58 57 61	157 300 488 575 247	3,627 3,105 6,573 51,415 2,789	.0057 .0049 .0104 .0813	410 598 788 1,822 442		.0073 .0054 .0138 .0773 .0056	25 43 80
Montgomery 149 Morga n 147 Perry 147 Pickens 147 Pike 149	98.7 46.2 28.4 24.9 32.2	.0376 .0215 .0203	33.7	78.7 35.8 28.5	24.2 10.5 8.0 5.4 7.1	10.8 8.4 1.6 2.7 3.9	42.60 16.30 17.96	83.70 82.04	7,325 2,230 1,898	.0203 .0062 .0053	1,287 402 91 148 188	52 56 52	505 403 197 260 368	8,156 2,306 2,072	.0129 .0036	776 387 383	2,654 874 865 531 1,076	.0672 .0180 .0048 .0054	2 2
Randolph 127 Russell 128 St. Clair 147 Shelby 147 Sumter 145	26.9 27.4 24.4 27.6 26.9	.0224	26.5		5.7 6.0 5.3 6.0 6.1		21.68 42.70 44.31	78.32 57.30 55.69	2,603 2,548 2,430	.0072 .0071 .0067	126 137 120 102 147	47 47 43	328 355 359 321 180	3,067 2,101 2,282	.0049	509 399 381	499 843 450 448 691	.0057 .0064 .0055 .0052	2 2
Talladega. 147 Tallapoosa. 147 Tuscaloosa. 147 Walker. 147 Washington. 164	45.2 31.2 64.1 59.4 18.4	.0254	14.4 32.2 13.1	40.9		4.6 8.7 10.7	55.81 47.14 56.59	44.19 52.86 43.41	3,775 9,750 6,214	.0105 .0271 .0173	173 600 360	30 58 54	405 432 477 375 239	2,885 15,955 8,118	.0046 .0252	438 1,145 637	530 1,453 699	.0080	3 8 5 3 3
Wilcox 147 Winston 147	24.9 15.6			27.8 24.8	5.8 3.1	1.3 3.1				.0038		55 60	194 340		.0037	401	714 473		
STATE TOTAL	2,646.2	2.1554	28.1	51.6	591.8	369.0	42.91	57.09	352,319	.9786	19,252	49	389	552,386	.8730	934	1,188	.9509	9 4

MISSISSIPPI

COUNTY		(In Thou	OPUL sands,		ensity)			E OF	RETAIL S 1938 S. M. EST			O SAL 1938	ES,		CTIVE BI			MANA MER MARI CONTR	GE- VT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Families	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Adams 185 Alcorn 143 Amite 166 Attala 143 Benton 143	23.6 23.7 19.7 26.0 9.8	.0192 .0193 .0160 .0212 .0080	26.3	27.6	6.2 5.5 4.3 5.8 2.2	1.9 4.5 2.0 3.4 1.1	51.54 40.10 12.75 19.07 6.88	48.46 59.90 87.25 80.93 93.12	3,095 3,305 825 2,056 263	.0086 .0092 .0023 .0057	193 220 87 128 24	53 60 48 47 51	346 471 246 300 191	6,747 3,453 1,626 3,920 728	.0107 .0055 .0026 .0062 .0012	1,082 628 380 679 335	1,794 701 539 886 458	.0098 .0087 .0031 .0062 .0011	51 45 19 29 14
Bolivar. 143 Calhoun. 143 Carroli 143 Chickasaw 143 Choctaw 143	71.1 18.1 19.8 20.8 12.3			80.8 31.2 31.7 41.6 29.8	19.1 4.0 4.4 4.7 2.6	4.0 3.2 1.9 2.4 1.9		85.43	6,604 1,140 709 1,191 542	.0183 .0032 .0020 .0033 .0015	418 77 58 138 39	62	246 280 187 302 248	10,299 2,010 1,660 2,468 1,180	.0026	540 507 381 530 450	975 572 581 736 529	.0188 .0035 .0025 .0048 .0018	32 24 16 28 18
Claiberne 144 Clarke 145 Clay 143 Coahorna 143 Copiah 144	12.2 19.7 17.9 46.3 31.6	.0160 .0148 .0377	28.0 21.7		3.1 4.3 4.3 12.8 7.2	2.5 1.6 2.4 3.6	18.95 21.38	81.05 78.62	1,066 768 1,560 5,424 2,641	.0030 .0021 .0044 .0151 .0073	91 95 105 371 186	58 59	276 272 249 316 353	2,493 8,499	.0036 .0037 .0134	408 534 584 666 604	706 699 904 1,231 844	.0159	
Covington 144 DeSoto 143 Forrest 145 Franklin 166 George 184	15.0 25.4 30.1 12.3 7.5	.0207 .0245 .0100	61.8	36.7 53.6 65.2 22.4 15.8	3.2 6.1 7.2 2.8 1.6	1.6	5.67 75.35 28.59	94.33 24.65 71.41	874 1,667 7,030 601 640	.0024 .0046 .0195 .0017	391 66	61 57	288 266 518 301 316	2,859 8,010 1,618	.0045 .0127 .0028	582	769	.0050 .0175 .0026	24 71 28
Greene	10.7 16.8 11.4 44.1 85.1	.0137 .0093 .0359	32.6 68.8	24.3 77.4	10.4	1.6 1.9 7.8	25.02 47.29 76.41	52.71 23.59	7,84	.0023	141 102 527	74 88 73	200 339 354 468 632	2,729 1,967 12,284	.0043 .0031 .0194	759	1,060 900 1,372	.0054	39 39 64
Holmes. 143 Humphreys. 143 Issaquena. 143 Itawamba. 143 Jackson. 164	38.5 24.7 5.7 18.2 16.0	.0201 .0046 .0148	11.0	60.6 14.1 34.5	6.5 1.6 3.9	1.7 .2 3.7	10.40 2.96 14.35	97.04 85.65	1,76 25	.0049	2	58 81 55	282 219 172 203 465	3,658 632 1,343	.0058 2 .0010 3 .0021	584 408 348	964 775 355	.0060	30 24 14
Jasper	18.6 14.3 14.3 41.3 21.5	.0117 3 .0116 5 .0338	43.	27.9 28.2 35.3 59.6 29.1	3.5 3.0 9.3	1.3 6.5	12.24 3.68 49.19	87.76 96.34 50.81	78 53 5,71	.002 .001 .015	8: 8: 25:	61	248 220 229 394 177	1,578 1,280 8,42	.0025 0 .0020 1 .0133	457 429 909	800 618 5 1,093	.0030 .0020 .014	26 8 22 1 42
Lafayette. 143 Lamar. 166 Lauderdale. 145 Lawrence. 144 Leake. 145	20.0 12.1 52.1 12.1 21.1	.0104 7 .0429 5 .0102	60.	. 28.0 5 75.4 29.8	12.5	2.1 7.1 1.6	12.4 56.6 12.0	87.56 43.40 87.95	54 8,21 64	.001: 5 .022 6 .001	5 8 47 9	2 57 5 48 8 64	411	1,33 12,94 1,26	2 .002 6 .020 5 .002	1,03 1,03 47	554 1 1,363 8 600	4 .002 7 .022 8 .002	1 20 7 53 9 28
Lee	35. 53. 26. 30. 35.	0 .0430 4 .0219 0 .024	5 20. 5 20. 4 35.	7 93.5 0 45.6 8 60.1	13.6 5.8 7.	2.9 3.0 4 3.0	22.4 3 21.5 3 33.7	77.56 78.48 4 66.26	6,03 2,66 3,01	9 .016 9 .007 7 .008	8 45 4 19 4 24	1 65 3 63 6 56	386 42	7,93 3,49 5,15	5 .012 3 .005 3 .008	5 58 5 60 1 69	3 1,04 6 76 1 1,04	8 .017 8 .007 3 .009	6 40 6 35 8 40
Marion	19. 24. 36. 15. 26.	9 .020 1 .029 0 .012	3 4 19. 2 17.	. 38.1 7 46.9 3 37.1	5. 8. 7 3.	7 1.3 4.4 4 1.5	8.9 5 21.4 9 22.5	91.97 2 78.58 6 77.44	1,56 3,48 1,31	.004 .009 .003	9 7 22 8 10	4 59 0 58 2 50	23 29 38	3,03 8 4,48 1 2,31	9 .004 9 .007 5 .003	8 53 1 53 7 68	89 8 72 1 90	0 .004 5 .009 0 .004	7 23 4 32 2 34
Newton 145 Noxubee 143 Oktibbeha 143 Panola 143 Pearl River 166	22. 25. 19. 28. 19.	6 .020 1 .015 6 .023	9 6 18. 3	37.1 8 41.1 41.1	6. 6. d.	0 1.3 2 1.3 9 2.3	3 11.9 7 21.6 5 11.4	8 88.04 8 78.33 6 88.54	1,37 1,95 2,46	9 .003 8 .005 8 .008	8 9 4 15 8 18	0 44 0 56 8 74	16 38 33	4 2,76 2 2,43 7 3,54	9 .004 2 .003 6 .005	4 46 8 57 6 51	0 83 5 86 5 80	2 .004 4 .005 6 .007	3 21 7 37 4 32
Perry	8. 32. 22. 19. 25.	2 .028 0 .017 2 .015	2 31. 9	44.	7. 6 4. 1 4.	3 4. 9 4. 2 3.	0 40.9 0 8.2 6 19.9	5 59.0 9 91.7 2 80.0	4,21 1 1,28 3 1,49	4 .011 8 .003 8 .004	7 26 5 10 2 6	9 82	50 27 24	1 6,40 0 2,42 9 2,65	.010 6 .003 0 .004	1 88 8 49 2 63	2 1,18 3 55 1 68	1 .011 2 .004 2 .003	9 45 13 24 19 25
Rankin. 144 Scott. 144 Sharkey. 143 Simpson. 144 Smith. 145	20. 13. 20.	9 .017 9 .011 9 .017	3	. 35. 32. 36.	9 3. 3 4.	5 2. 8 . 5 3.	6 18.5 8 12.9 0 10.7	1 81.4 0 87.1 4 89.2	9 1,98 0 1,52 8 1,25	2 .005 2 .004 8 .003	5 13 2 12 5 14	2 45	29 25 26	3,21 5 2,29 9 2,11	.005 9 .003 18 .003	1 71 6 60 3 46	5 93 9 1,08 6 58	8 .005 8 .004 11 .004	18 34 18 42 18 28
Stone 166 Sunflower 143 Tallahatchie 143 Tate 143 Tippah 143	86. 35. 17.	.054 .6 .029 .7 .014	11 4. 10	. 56.	5 16. 5 8. 2 4.	1 4. 7 2. 1 1.	5 7.8 6 9.4	3 90.8 5 92.1 8 90.5	7 4,86 5 1,83 2 1,2	0 .013 0 .005 18 .003	8 42 11 13 14 8		24 3 17 2 32	8,33 9, 4,06 2 1,81	39 .013 38 .006 16 .002	12 51 14 46 19 43	7 88 37 78 37 86	.016	33 30 32 21 35 24
Tishomingo	21 21 13	.2 .017 .3 .017 .9 .011	73 14 13	. 50. .9 51. . 35.	8 5. 6 4. 7 2.	8 8 3. 9	7 7.8 7 20.6	92.1 19 79.3 17 89.1	8 1,6 1 1,6 3 1,4	.004 29 .004 4 .004	17 12 15 1	32 31 27 6: 34 4: 36 6: 31 5:	3 20 3 40 4 41	2,13 5 2,18 7 1,8	35 .003 86 .003 43 .002	14 36 15 45 19 64	55 72 56 52 15 85	21 .004 20 .004 50 .004	19 21 13 21 10 31
Washington	15 12 14 21 17	.3 .012 .1 .009 .0 .013 .2 .013 .8 .014	25 19 14 73 14 15 21	18. 29. 20. .1 35. .0 36.	8 3. 2 2. 9 3. 6 4. 2 4.	1 2. 7 2. 2 2. 5 2. 0 2.	0 14.8 1 19.6 9 34.5	32 85.1 37 80.3 22 65.7 32 82.1 30 36.4	8 8 1,3 8 8 1,4 10 1,4	20 .002 53 .002 54 .002 53 .004 51 .004	23 38 25 12 10	40 4 82 5 75 5 12 5 05 5 82 4 93 4	4 21 7 31 4 32 4 23 7 34	1,4 19 1,4 27 1,8 31 2,1 10 2,1	17 .002 52 .002 76 .003 98 .003 18 .003	22 45 23 54 10 58 15 48 13 52	53 57 14 61 38 97 33 61	71 .002 13 .003 75 .003 15 .004	29 2: 33 3: 38 3: 44 2: 39 2:

East South Central States—City Data

KENTUCKY

					POPUL	ATION				S VOLU		OME TAX	LOCAL NEWS-	SCALE		TIVE BU	
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Ashland. Bowling Green Covington. Fort Thomas. Frankfort.	Boyd. Warren. Kenton. Campbell. Franklin.		96,746 33,491 166,911 15,200	29,074 12,348 65,252 10,008 11,626	36.67 69.77 13.64	1.11 .47 2.49 .38 .44	96.7 80.3 94.7 99.6 81.0	6,836 3,332 17,242 2,483 2,323	10,551 6,091 18,034 1,042 5,162	2.44 1.41 4.17 .24 1.19	13,137 4,833 7,960 94	47 34 57 107 46	9,395 5,125		14,212 4,142 40,432 5,147 3,647	1.85 .54 5.25 .67 .47	2,079 1,243 2,345 2,073 1,570
Harian Hazard Henderson Hopkinsville Lexington Lexington	Harian. Perry Henderson. Christian. Fayette.	137	70,000 73,136 89,676 585,069	7,021 11,668	16.64 44.37 31.34	.17 .27 .45 .41 1.75 * .4759	86.8 88.5 79.9 63.0 72.1	928 1,492 3,146 2,985 12,026 126,920	2,957 1,919 3,806 4,470 25,922 78,115	.68 .44 .88 1.03 5.99	1,143 7,300 7,804 57,497	25 31	3,720	50.2	1,151 2,298 4,908 5,012 31,713 121,920	.15 .30 .64 .65 4.12	1,240 1,540 1,560 1,679 2,637
Louisville	Jefferson	138	1,202,648 10,350 148,000 156,287	10,350 29,744	26.72 40.53 52.00	11.77 • .9798 .40 1.14 .87 1.28 • .1275	90.1 95.8 89.0 79.9	80,079 294,642 2,268 8,165 6,034 8,743 38,952		* .6375 .85 2.33 2.22	2,920 2,314 9,434 14,571	21 44	224,253 17,932 17,299	25.2 66.0	246,163 427,301 2,815 16,330 10,626 18,334 43,429	.675	1,241 2,000 1,761 2,093

^{°%} of U. S. A.

TENNESSEE

†Bristol	Sullivan	142	398,283	12,005 119,798	75.10	.46 4.58 * .3244	92.0 72.2	2,872 29,169 88,344	2,862 48,119 76,302	.55 9.20 * .2120	4,496 73,583	33 42	114,984	64.8 72.1	5,069 75,402 132,682	.58 8.62 * .2098	1,765 2,585
Jackson	Madison Washington Sullivan		229,500 128,945 33,908		43.42 54.75	.85	65.7 90.6 95.0	8,057 5,154 2,408	10,242 8,995 2,850	1.96 1.72 .54	8,308 8,627	41 29 62	13,388 6,030	64.0 54.2 82.7	8,764 6,468 4,259	1.00 .74 .49	1,447 1,255 1,770
Knoxville	Knex	140	823,342	253,143		* .6706 9.67	83.9	24,303 171,736 68,265	103,953	* .3577 19.87	56,679 390,579	48 49	100,232 216,632				2,425
Memphis Nashville	Davidson	143	2,266,663 856,074	153,866	69.04	* 1.8458 5.88 * .6976	72.2	551,372 39,404 197,529	79,631	15.22	129,809	64	125,555	104.7	563,156 118,606 263,196	* .8898 13.56 * .4157	3,010

^{*}See also Bristol, Va. *% of U. S. A.

ALABAMA

Anniston	Jefferson	147 1,443	20,721 259,678	4.82 60.18	.84 .78 9.81 * 1.1762	67.9 43.6 61.9	5,228 5,422 64,263 324,776	7,091 3,920 77,009 203,036	2.01 1.11 21.86 5638	5,097 2,757 123,425	28 28 43	193,918	40.7 55.2 35.1	8,119 8,128 126,277 325,854 4,163	1.47 1.47 22.86 • .5150	1,553 1,499 1,965
Decatur Dothan	Morgan		663 16,046	34.93	.61	61.4	3,916 3,504	5,683 5,876	1.67	6,260	21	8,862		3,283	.59	93
Fairfield	Jefferson Lauderdale Etowah		000 11,729 24,042		.42 .44 .91	42.2 76.6 73.6	2,608 2,926 5,533 17,865	5,960 8,660 11,512	.22 1.69 2.46 .0319	3,240 6,654	30 39 21		20.0	3,816 5,044 7,940 19,403	.69 .91 1.44 • .0306	1,463 1,724 1,435
Huntsville	Madison	164 289	,000 11,554 68,202	17.88 57.62	.44 2.58 • .2357	66.9 63.9	3,115 16,806 65,326	6,411 25,305 44,874	1.82 7.18 • .1247	5,641 39,635	41 48	55,949	30.3 63.3	3,863 36,654 72,197	.70 6.64 • .1143	
Montgomery Montgomery Phenix City Selma		149 628	40 000		2.50 • .5118 .52 .68	70.7	17,247 140,665 3,375 4,941	22,368 76,599 1,605 6,420	6.35 • .2128 .46 1.82	47,470	48 4 40	56,227		37,478 114,788 3,959 5,816	6.78 * .1812 .72 1.05	1,17 1,17
Sheffield	Colbert	100		20.83	.68 .24 .78	75.4 65.7	1,616 4,570	1,581 8,034	.45 2.28	8,137	43 39		38.9 37.2	1,450 6,138	1.11	1,34

^{*%} of U. S. A.

For Alabama County figures, see page 140

MISSISSIPPI

Biloxi. Clarksdale	Harrison	180,000 10	1,850 33.64 1,043 21.68 3,240 4.56 1,743 35.83 1,807 27.26	.74 83.4 .50 49.8 .16 62.5 .54 54.8 .74 42,8	3,645 2,778 808 2,967 4,233	3,130 3,870 2,090 2,483 5,476	2.00 11, 1.08 4, 1.28	303 23 597 44 100 41 29 220 40	7,172	53.0 24.2 24.2 38.6 39.9	5,380 2,375 525 2,454 4,978	1.66 .73 .16 .76 1.53	1,476 855 650 827 1,176
Greenwood Gulfport (see Biloxi) Hattlesburg Jackson Jackson Laurel	Leflore. Harrison Forrest Hinds. Jones. 14	289,000 18 232,828	1,123 20.79 2,547 28.43 3,601 61.77 3,282 56.72 3,017 43.43	.55 51.6 .62 74.8 .93 63.4 2.40 59.7 * .1896 .90 62.1	3,032 2,954 4,655 11,065 52,075 4,515	4,440 3,679 6,270 19,305 32,322 4,830	3.23 5,	995 40 340 25 050 55	58,355		2,353 4,227 6,321 22,982 50,674 5,165	.73 1.30 1.95 7.08 .0901 1.59	776 1,431 1,358 2,077
McComb Moridian Meridian Natchez Natchez Vicksburg Vicksburg	Pike	358,334 65,729	0,057 31.23 1,954 60.58 3,422 56.97 2,943 64.12	.50 79.9 1.59 64.4 * .2918 .67 46.6 * .0536 1.14 48.0 * .0413	2,408 8,103 79,116 3,728 17,233 6,848 13,912	2,624 7,486 33,613 * 2,889 6,640 * 4,764 6,862 *	3.86 11, .0934 1.49 .0185	625 38 564 27 33 548 48	5,412	43.3 53.1 46.2 60.3	2,538 9,740 53,034 4,716 13,349 13,771 20,051	.78 3.00 .0839 1.45 .0212 4.24 .0317	2,011

[%] of U. S. A.

For Kentucky County figures, see page 134

Fer Tennessee County figures, see page 136



Railroads and automobiles have opened new gateways by land to many parts of the world. Airplanes have made transportation and shipment by air just a matter of hours. These and many other avenues of transportation are gateways to progress.

And always a well-read family newspaper is the gateway for the sale of a wide variety of products. The Memphis Commercial Appeal is the gateway to the prosperous Mid-South market for anything you have to sell.

The advertising columns of The Commercial Appeal have

been a directory for the people of the Mid-South for nearly a hundred years. Its influence extends over 68 counties in 4 states — Arkansas, Mississippi, Tennessee and Missouri.

The Commercial Appeal reaches readers in every income group. No matter what you have to sell, you can sell more in the prosperous Mid-South market this year by concentrating your advertising in The Commercial Appeal.

In 1938 The Commercial Appeal carried 83.91% of general grocery linage, 70.18% of medical linage, 91.43% of toilet requisites linage, and 70.22% of the total advertising.

THE COMMERCIAL APPEAL

A Scripps-Howard Newspaper

National Representative . . . The Branham Co.

"More Than A Newspaper - An Institution"

NO RADIO STATION COVERS THE ENTIRE STATE OF M

COVERA

FOR INDIVIDUALIZED INTENSE COVERAGE in the GREAT NORTHWEST INCLUDING THE 7th U.S. RETAIL MARKET!

MIN	NESO	TA NE	TWORK	PRIMA	RYA	REA O	NLY
MAF	RKET	T AN	ALYSIS	TOTAL POPULATION	RADIO	RETAIL	SPENDABLE
	KEY	KSTP	TWIN CITIES P.A 40 Counties	1,619,118	338,413	\$792,166,000	\$919,664,000
		KROC	ROCHESTER P.A 10 Counties	261,600	56,450	82,537,000	130,516,000
		KYSM	MANKATO P.A 12 Counties	258,200	53,920	62,343,000	98,763,000
	,	KFAM	SAINT CLOUD P.A 9 Counties	221,200	41,780	49,678,000	84,249,000
N. B. C., programs		Total OF	PRIMARY AREA MINN. NETWORK	2,360,118	490,563	\$986,724,000	\$1,233,192,000

KSTP 50,000* Watts Basic Red N. B. C., feeds both Red and Blue N. B. C. programs to Minnesota's 4 Richest Markets through the New Minnesota Network. MORE LISTENERS MORE SALES

LOWER COST

*F. C. C. CP Granted

SAINT PAUL 50,000 WATTS* DAY AND NIGHT

MINNEAPOLIS Stanley E. Hubbard Pres. & Gen. Mgr.

DODOOD For Rates and Schedules, Address: Ray C. Jenkins, General Sales Manager, KSTP, MINNEAPOLIS-ST. PAUL, MINNESOTA, or our NATIONAL REPRESENTATIVES: In New York, Chicago, Detroit, San Francisco and Los Angeles-Edward Petry & Co., Inc.

West North Central States—County Data

MINNESOTA

			POPUL Isands,	ATION except de	nsity)			E OF	RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MAN/ ME MAR CONT	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power index
Aitkin	15.0 18.4 22.5 20.7 15.1	.0149 .0183 .0169	56.8 16.3 34.7	8.2 40.1 16.7 8.4 37.2	3.6 4.1 5.0 4.8 3.2	3.6 4.1 4.7 4.4 3.2	41.05 27.03 41.63	58.37	3,191 4,893 5,798	.0082 .0089 .0136 .0161 .0080	142 173 322 322 141	51 77	1,054 803 962 930 932	4,758 5,726 8,481 9,117 4,428	.0075 .0090 .0134 .0144 .0070	1,314 1,382 1,690 1,899 1,392	1,757	.0089 .0146 .0157	80 93
Big Stene	9.8 33.9 23.4 21.2 16.9	.0275	41.2 31.9	38.3	2.2 8.4 5.6 4.9 4.0	2.2 8.3 5.6 4.8 4.0	50.90 50.24 52.35	49.10	12,492 7,644 5,930	.0074 .0347 .0212 .0165 .0110	200 923 492 330 350	65 61 50	1,221 1,280 1,244 1,056 1,101	4,613 21,773 10,743 8,765 6,595	.0170	2,084 2,604 1,935 1,791 1,650	2,615 1,935 1,809	.0390 .0213 .0159	142 112 92
Case <td>15.6 15.8 13.2 23.1 9.6</td> <td>.0188</td> <td></td> <td>7.4 26.7 30.9 22.2 9.4</td> <td>3.7 3.6 3.4 5.2 2.2</td> <td></td> <td>37.17 27.72</td> <td>61.26</td> <td>2,692 4,429 2,966 7,593 1,749</td> <td>.0075 .0123 .0082 .0211 .0049</td> <td>197 377 210 520 77</td> <td>63 86</td> <td>904 1,226 1,144 1,073 1,040</td> <td>4,581 7,597 4,540 13,393 2,620</td> <td>.0072 .0120 .0072 .0212 .0041</td> <td></td> <td>2,133 1,349 2,585</td> <td>.0146 .0088 .0231</td> <td>113 82 123</td>	15.6 15.8 13.2 23.1 9.6	.0188		7.4 26.7 30.9 22.2 9.4	3.7 3.6 3.4 5.2 2.2		37.17 27.72	61.26	2,692 4,429 2,966 7,593 1,749	.0075 .0123 .0082 .0211 .0049	197 377 210 520 77	63 86	904 1,226 1,144 1,073 1,040	4,581 7,597 4,540 13,393 2,620	.0072 .0120 .0072 .0212 .0041		2,133 1,349 2,585	.0146 .0088 .0231	113 82 123
Cook	2.4 14.8 25.6 34.6 12.1	.0019 .0120 .0209 .0282 .0099	53.3 56.5		.6 3.4 6.1 7.8 3.0	3.4 6.1 7.8 3.0	56.90 70.24	43.10	8,999	.0019 .0117 .0204 .0250 .0064	49 263 422 671 191	61 51	1,024 1,213 1,119 962 1,076	492 6,348 12,183 18,737 5,084	.0008 .0100 .0193 .0296 .0080	2,403	1,993	.0118 .0205 .0298	98 98 108
Douglas. 95 Faribault 95 Filimore 95 Freeborn 95 Goodhue 95	18.8 21.7 24.8 28.7 31.3	.0177 .0202 .0234	13.3	28.5	6.8	6.3	37.30 30.97 46.72	69.03 53.28	6,838 6,339 8,609	.0151 .0190 .0176 .0239 .0269	288 595 420 632 599	55 61	1,190 1,390 1,154 1,177 1,159	6,861 9,460 11,421 16,743 15,253	.0181	1,806	1,845 1,806 2,466	.0216 .0192 .0278	122 95 119
Grant	9.6 517.8 13.8 9.6 12.1	.4217 .0112 .0078	93.4	17.3 916.4 24.3 10.0 27.3	130.0 3.4 2.4	128.7 3.4 2.3	95.15 27.05 20.92	4.85 72.95 79.08	250,394 2,986 1,976	.0083	202 13,337 227 103 198	60 54 83	1,312 1,074 1,144 955 1,076	462,015 4,993 2,819	.0079	3,553 1,481 1,201	3,575 1,482 1,202	.7064 .0093 .0051	1 168 83 85
itasca	27.2 15.9 8.6 23.6 9.7	.0129 .0069 .0192	28.1	10.0 22.6 16.0 29.4 8.7	3.6 2.0 5.2	3.6 2.0 5.2	24.84 15.59 39.04	75.16 84.41 60.96	3,986 1,645 6,628	.0111 .0046 .0184	513 283 151 598 201	55 65 76	1,074 1,108 1,008 1,348 1,148	2,451 12,278	.0103 .0039 .0194	1,829 1,199 2,368	1,834 1,199 2,372	.0120 .0055 .0229	93 5 80 9 119
Koochiching93 Lac qu! Parie95 Lake93 Lake of the Woods93 Le Sueur95	14.1 15.4 7.1 4.2 18.0	.0125 .0057 2 .0034	62.2	19.5	3.4 1.8 1.1	3.3 1.8 1.1	27.04 61.69	72.96 38.31 69.92	2,763 1 784 2 977	.0077 .0050 .0027	177 127 55	53 48 54	895 1,048 891 844 1,240	4,581 3,240 1,305	.0072	1,364 1,776 1,208	1,364	.0080	0 64 6 98 5 74

An index to all city and county data, by states and sections, appears on page 5; one to advertisers, on page 204.

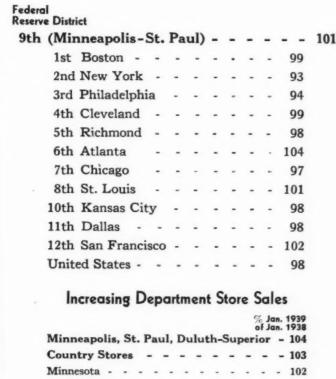
AIM YOUR SALES-STORY

at MINNESOTA

A Leading Market

9TH FEDERAL RESERVE DISTRICT (MINNEAPOLIS-ST. PAUL)

> First Two Months 1939 Compared to First Two Months 1938





Effective Buying Power Per Family Sales Management

April 10, 1939

Hennepin County (Minneapolis) is FOURTH in effective buying power per family among all counties in the United States.

Ramsey County (St. Paul) is SEVENTH in effective buying power per family among all counties in the United States.

As for building activity, the Minneapolis Federal Reserve Bank said, on February 28, 1939, "The country lumber sales index (in this district in January) was the highest since April 1930."

MINNEAPOLIS JOURNAL MINNEAPOLIS STAR MINNEAPOLIS TRIBUNE KSTP

Central Minnesota - - - -

Northeastern Minnesota - - - -

Red River Valley Minnesota - - - - 94

South Central Minnesota - - - - - 101

Southeastern Minnesota - - - - - 103

Southwestern Minnesota - - - - - 107

ST. PAUL DISPATCH-PIONEER PRESS

wccoWICH

WDGY

THE FARMER, ST. PAUL

M I N N E S O T A—(Continued)

COUNTY		(in Thou	POPUL		ensity)			E OF JSTRY	RETAIL S 1938 S. M. EST		AUT	TO SAI 1938	LES,		ECTIVE B NCOME,			SAL MANA ME MAR CONT	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. ml.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937		Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Lincoln	11.3 19.3 20.5 6.2 17.0	.0092 .0157 .0167 .0050 .0138	30.1	21.1 27.3 41.4 10.8 9.5	2.5 4.4 5.0 1.3 3.7	2.5 4.4 5.0 1.0 3.7	42.53 33.63 24.79	57.47 68.37 75.21	1,916 6,645 5,938 1,239 3,465	.0053 .0185 .0165 .0034 .0096	189 479 515 102 326	71	1,038 1,376 1,273 1,004 1,215	3,705 9,316 7,614 1,486 5,254	.0059 .0147 .0120 .0023 .0083	1,163	1,534 1,304	.0070 .0194 .0184 .0037	124 110 74
Martin	22.4 17.9 14.1 25.4 28.1	.0182 .0146 .0115 .0207 .0229	24.6 16.0 19.7 43.7	31.2 28.8 24.1 22.3 39.5	5.3 4.2 3.4 5.5 6.8	5.2 4.2 3.4 5.5 6.8	23.76 25.40 24.20	75.80	8,174 4,088 3,782 4,535 10,081	.0227 .0113 .0105 .0126 .0280	526 301 293 364 808	54 63 57 75 59	1,272 1,160 1,291 1,047 1,366	8,838 5,086 5,936 7,324 14,962	.0140 .0080 .0094 .0116 .0236	1,673 1,211 1,722 1,330 2,207	1,682 1,212 1,738 1,331 2,208	.0214 .0117 .0117 .0144 .0312	80 102 70
Murray 95 Nicollet 95 Nobles 95 Norman 95 Olmsted 95	13.9 16.6 18.6 14.1 35.4	.0113 .0135 .0151 .0115 .0288	46.1 20.8 58.2	19.7 37.4 25.8 16.4 53.2	3.0 3.5 4.2 3.1 8.0	3.0 3.5 4.1 3.1 8.0			2,884 3,242 7,154 3,394 12,937	.0080 .0090 .0199 .0094 .0359	240 231 446 252 848	52 61 63 79 69	1,103 796 1,402 1,166 1,119	6,092 5,453 7,776 4,276 22,801	.0096 .0086 .0123 .0068 .0360	2,041 1,572 1,867 1,363 2,855	2,041 1,576 1,882 1,365 2,857	.0100 .0099 .0185 .0098 .0387	88 73 123 85 134
Otter Trail 95 Pennington 95 Pine 95 Pipestone 95 Polk 95	51.0 10.5 20.3 12.2 36.0	.0415 .0087 .0165 .0099 .0293	18.4 40.7 28.5 25.6	25.0 17.3 14.3 26.1 18.2	11.1 2.4 4.8 2.8 8.0	11.1 2.4 4.8 2.8 7.9	42.80 21.11 41.71	71.60 57.20 78.89 58.29 64.34	10,528 4,725 3,995 4,264 9,780	.0292 .0131 .0111 .0118 .0272	792 302 267 310 733	74 75 69 60 82	1,048 1,210 1,030 1,431 1,057	16,695 5,276 4,948 5,993 13,820	.0264 .0083 .0078 .0095 .0218	1,497 2,220 1,030 2,105 1,735	1,499 2,221 1,034 2,108 1,741	.0323 .0124 .0109 .0125 .0290	78 143 66 126 99
Pope 95 Ramsey 95 Red Lake 95 Redwood 95 Renville 95	13.1 286.7 6.9 20.6 23.6	.0107 .2335 .0056 .0168 .0192	96.5	18.9 1,780.9 15.9 23.4 24.2	3.0 71.2 1.4 4.7 5.3	3.0 69.9 1.4 4.7 5.3	97.96	74.73 2.04 68.34 68.15 70.81	2,265 150,546 1,693 6,145 6,264	.0062 .4182 .0047 .0171 .0174	156 7,196 109 535 635	60 63 94 59 72	1,050 1,034 1,166 1,381 1,251	3,453 235,625 2,004 10,196 9,103	.0055 .3724 .0032 .0161 .0144	1,158 3,307 1,418 2,179 1,708	1,158 3,342 1,418 2,186 1,712	.0066 .3883 .0045 .0203 .0216	62 166 80 121 113
Rice 95 Rock 97 Roseau 95 St. Louis 93 Scott 95	30.0 11.0 12.6 204.6 14.1	.0244 .0090 .0108 .1666 .0115	56.4 24.1 76.3	60.6 22.3 7.6 31.5 38.6	6.7 2.5 2.8 46.8 3.3	6.7 2.5 2.8 46.5 3.3	47.14 27.84 21.86 78.58 32.73	52.86 72.16 78.14 21.42 67.27	8,269 2,833 3,191 71,413 3,117	.0230 .0079 .0089 .1984 .0087	593 193 269 3,326 251	58 71 76 51 54	1,138 1,074 1,123 916 1,019	11,100 3,795 2,968 146,066 4,615	.0175 .0060 .0047 .2308 .0073	1,663 1,502 1,054 3,124 1,401	1,663 1,503 1,057 3,135 1,402	.0238 .0079 .0092 .2007 .0097	98 88 85 120 84
Sherburne 95 Sibley 95 Stearns 95 Steele 95 Stevens 95	9.7 15.9 62.1 18.5 10.2	.0080 .0130 .0506 .0151 .0083	16.4 31.9 41.4	21.7 27.1 45.6 42.9 18.1	2.0 3.7 12.5 4.4 2.2	2.0 3.7 12.5 4.4 2.2	24.22 27.30 49.16 44.16 33.63	75.78 72.70 50.84 55.84 66.37	1,434 3,497 16,024 6,542 2,949	.0040 .0097 .0445 .0181 .0082	148 309 1,101 443 263	57 68 71 67 73	1,017 1,127 1,202 1,307 1,304	3,024 6,687 28,769 8,029 3,193	.0048 .0106 .0455 .0127 .0050	1,474 1,816 2,303 1,818 1,442	1,475 1,821 2,303 1,821 1,442	.0055 .0121 .0491 .0179 .0089	69 93 97 119 107
Swift 95 Fodd 95 Fraverse 95 Wabasha 95 Wadena 95	14.7 26.2 7.9 17.6 11.0	.0120 .0213 .0064 .0143 .0090	10.1 18.2 22.8	19.9 27.3 14.0 32.6 20.4	3.2 6.0 1.8 4.3 2.5	3.2 6.0 1.8 4.3 2.5	33.14 22.45 29.58 40.61 33.26	66.86 77.55 70.42 59.39 66.74	3,627 4,861 1,634 4,436 3,697	.0101 .0135 .0045 .0123 .0103	248 315 117 312 192	64 68 101 65 69	1,234 978 839 1,111 1,473	4,797 8,011 2,315 6,826 3,934	.0076 .0127 .0037 .0108 .0062	1,479 1,339 1,269 1,579 1,548	1,480 1,340 1,269 1,580 1,548	.0102 .0142 .0048 .0131 .0119	85 67 75 92 132
Waseca 95 Washington 95 Watonwan 95 Wilkin 95 Winona 95	14.4 24.8 12.8 9.7 35.1	.0117 .0202 .0104 .0079 .0286	26.4 39.4 21.9 59.3	33.4 62.4 29.5 13.1 55.2	3.5 6.0 3.0 2.1 8.9	3.4 6.0 3.0 2.1 8.9	33.10 49.50 35.29 29.43 65.97	66.90 50.50 64.71 70.57 34.03	3,909 5,844 3,818 2,208 13,349	.0109 .0162 .0106 .0061 .0371	368 501 254 192 659	57 67 55 85 61	1,237 977 1,325 1,195 949	6,436 7,033 5,771 3,031 18,297	.0102 .0111 .0091 .0048 .0289	1,852 1,168 1,888 1,424 2,051	1,863 1,171 1,889 1,425 2,051	.0134 .0178 .0110 .0040 .0334	115 88 106 51 117
Wright95 Yellow Medicine .95	27.1 16.6	.0221 .0135		39.2 22.2	6.6 3.7	6.5 3.7	26.76 30.25	73.24 69.75	5,452 3,818	.0151 .0106	601 310	65 67	1,168 1,203	9,393 6,808	.0148 .0108	1,433	1,434 1,840	.0204 .0125	92 93
STATE TOTAL.	2,564.0	2.0883	49.0	31.7	606.5	601.1	59.89	40.11	883,770	2.4548	53,606	62	1,093	1,479,976	2.3390	2,440	2,453	2.5271	121

For Minnesota City figures, see page 160

IOWA

												_							
Adair	13.9 10.4 16.3 24.8 12.3	.0085	15.4 32.8	24.2 24.4 25.6 48.4 27.7	3.7 2.8 4.2 6.7 3.0	3.7 2.8 4.2 6.6 3.0		70.52 68.07 44.82	2,350 2,134 4,032 4,242 2,842	.0065 .0059 .0112 .0118 .0079	173 110 231 327 156	66 66 50 69 66	788 849 1,002 692 950	4,811 3,320 5,496 9,139 4,407	.0076 .0052 .0087 .0144 .0070	1,308 1,200 1,319 1,373 1,455	1,309 1,201 1,320 1,384 1,456	.0077 .0056 .0107 .0144 .0077	68 66 80 72 75
Benton 100 Black Hawk 92 Boone 100 Bremer 92 Buchanan 92	22.9 69.2 29.3 17.1 19.5	.0563 .0238 .0139	28.9 77.4 40.6 21.4 18.8	32.1 122.4 51.4 39.3 34.5	6.0 17.8 7.4 4.5 4.8	6.0 17.5 7.4 4.5 4.8	41.42	17.02 48.65 58.58	5,587 27,360 7,089 5,286 3,841	.0155 .0760 .0197 .0147 .0107	491 1,663 510 385 313	67 62 59 67 52	944 1,127 887 1,210 1,088	8,272 48,473 11,939 6,741 6,922	.0131 .0766 .0189 .0107 .0109	1,382 2,723 1,611 1,518 1,438	1,383 2,748 1,613 1,518 1,438	.0181 .0797 .0217 .0152 .0127	97 142 91 109 80
Buena Vista	18.7 17.6 17.6 22.3 19.4	.0143 .0143	22.2 21.0 38.7	32.7 30.5 31.0 39.1 34.4	4.8 4.5 4.5 5.3 5.2	4.8 4.5 4.5 5.3 5.2	27.30 29.26 41.82	72.70 70.74 58.16	5,827 3,948 4,302 6,970 5,423	.0162 .0110 .0119 .0194 .0151	473 426 371 556 358	80 71 72 76 65	1,210 1,193 1,082 1,169 1,G45	7,892 5,540 6,392 9,229 7,782	.0125 .0088 .0101 .0146 .0123	1,646 1,223 1,410 1,757 1,490	1,647 1,223 1,411 1,758 1,492	.0178 .0140 .0138 .0210 .0153	117 98 97 115 97
Cedar	16.8 38.5 18.7 14.6 10.4	.0313 .0153 .0120	68.5 34.3 27.6	29.4 67.9 32.7 29.5 24.3	4.5 9.5 4.2 3.7 2.8	4.5 9.3 4.2 3.7 2.8	25.89 72.11 34.16 29.81 23.00	74.11 27.89 65.84 70.19 77.00	3,901 14,921 5,450 3,504 1,677	.0108 .0414 .0151 .0097 .0047	416 863 365 253 102	62 56 84 55 55	1,093 1,113 1,094 1,064 700	6,167 24,637 7,784 5,614 3,362	.0097 .0389 .0123 .0089 .0053	1,365 2,596 1,848 1,505 1,182	1,365 2,624 1,849 1,505 1,185	.0141 .0417 .0155 .0106 .0051	103 133 101 88 60
Clay	16.1 24.6 44.4 21.0 25.5	.0200 .0361 .0171	31.1 57.9 18.5 23.0	28.6 32.2 64.2 29.4 43.3	4.1 6.4 11.7 5.2 6.9	4.1 6.4 11.7 5.2 6.8	39.67 28.63 66.60 30.12 44.23	60.33 71.37 33.40 69.88 55.77	6,926 4,802 14,875 4,556 6,254	.0193 .0133 .0413 .0127 .0174	414 404 674 231 500	66 56 53 81 54	1,153 992 906 913 1,038	8,726 8,676 30,955 8,106 11,136	.0138 .0137 .0489 .0128 .0176	2,138 1,362 2,637 1,569 1,626	2,139 1,362 2,646 1,569 1,643	.0182 .0160 .0414 .0125 .0203	139 80 115 73 98
Davis	11.2 14.9 18.1 38.2	.0121	18.8	22.3 28.0 31.7 93.3	3.1 3.9 4.6 10.5	3.1 3.9 4.6 10.4	17.76 22.35 27.27 72.38	82.24 77.65 72.73 27.62	1,763 2,295 3,833 11,638	.0049 .0064 .0106 .0323	198 155 299 584	79 59 61 58	796 757 938 834	3,636 4,724 6,254 27,150	.0057 .0075 .0099 .0429	1,182 1,205 1,373 2,593	1,182 1,205 1,373 2,610	.0070 .0073 .0120 .0352	77 60 81 113

YEA, Des Moines is America's City

in "effective buying income" . . . \$3,778 per family ... highest in America according to Sales Management.

That's not surprising. Des Moines has been among the top cities for years.

What is surprising and important is

that when you advertise in The Des Moines Sunday Register you are actu-America's LARGEST URBAN MARKET ally advertising to ...

Advertising in The Des Moines Sunday Register doesn't stop with 100% coverage of America's top city. It sells to 76% of ALL urban families in Iowa.

Whether people decide to live in one large city or in eighty different cities they're the same. They see the same movies, hear the same radio programs, eat the same brands of breakfast food, use the same brands of tooth paste, face powder, etc. They make up the same kind of market . . . when you can advertise to them easily and cheaply, as you CAN in Iowa.

Eighty Iowa cities (2,500 and up) are welded together into a single urban market by The Des Moines Sunday Register's 324,133 circulation.

This one newspaper enables advertisers to influence 3 out of 4 purchasers in the rich, substantial, Iowa urban market ... a market bigger than Cleveland in retail sales volume . . . the seventh largest urban market in America.

That's important selling information!

Look at the record* and compare this MILLION URBAN POPULATION OF IOWA with some familiar urban centers.

You can get your share of urban Iowa's \$419,925,000 annual retail sales volume (total for state \$650,000,000) if you advertise in . . .

The Des Moines REGISTER and TRIBUNE

*Here It Is!

Market	Population	Retail Sales Volume	Food Sales	Drug Sales	1938 New Car Sales (County)	Gasoline Gallonage (County)
Urban Iowa	937,143	\$419,925,000	\$91,320,000	\$14,731,000	38,552	424,598,866
Cleveland	900,429	\$355,210,000	\$87,724,000	\$12,974,000	21,256	194,412,000
St. Louis	821,960	\$316,398,000	\$74,706,000	\$13,195,000	26,145	121,908,991 (city only)
Pittsburgh	669,817	\$266,551,000	\$61,682,000	\$ 9,008,000	21,807	176,000,000 (estimated)
Minneapolis	464,869	\$220,834,000	\$50,868,000	\$ 8,573,000	13,147	90,294,726

The Iowa urban market has a greater retail sales volume than Baltimore, San Francisco, and Washington, D. C., too. In fact only six cities-New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston-have a greater retail sales volume.

I O W A—(Continued)

COUNTY			POPUL sands,	ATION except de	nsity		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SALI MANA MEN MARI CONTE	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	u. \$. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars in thousands	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power	Buy- ing Powe Inde
Dickinson 100 lubuque 90 immet 100 ayette 90 loyd 101 ranklin 100	11.0 61.2 12.9 29.2 19.5 16.4	.0089 .0499 .0105 .0237 .0159 .0133	38.4 26.7 41.1	32.7 40.3 39.4	2.7 14.6 3.1 7.5 5.3 4.1	7.5 5.3	76.24 38.05 40.73	23.76 61.95 59.27 55.86	20,860 3,882 7,379 4,343	.0090 .0579 .0108 .0205 .0121	291 435 365	61 62 50 44	1,228 883 1,233 916 979 919	4,151 39,191 5,422 11,435 8,031 4,521	.0066 .0619 .0086 .0181 .0127	2,691 1,763 1,518 1,518	1,519 2,693 1,766 1,524 1,518 1,116	.0543 .0115 .0204 .0146	109 110 86 92
rement .99 irreene .100 irrendy .92 luthrio .100 familton .100	15.5 16.5 14.1 17.3 21.0	.0127 .0135 .0115 .0141 .0171	20.7	28.2	4.0 4.2 3.5 4.6 5.1		33.15 25.50 28.44	66.85 74.50 71.56	3,756 2,792 2,889	.0104	318 335 299	59 55 62	821 1,046 1,066 957 1,008	4,870 6,438 4,358 6,142 7,583	.0102 .0069 .0097	1,522 1,258 1,338	1,523	.0124 .0107 .0111	9:
anceck 100 ardin 100 arrisen 99 enry 57 leward 90	14.8 23.0 24.9 17.7 13.0		16.9	36.0 41.4	3.5 5.9 6.3 4.6 3.3	3.5 5.9 6.3 4.6 3.3	39.26 29.00 32.34	60.74 71.00 67.66	6,904 4,868 3,815	.0192 .0135 .0106	611 304 306	66 73 74	1,192 1,304 780 1,025 1,057	5,043 8,257 8,583 6,719 4,602	.0130 .0136 .0106	1,386 1,372 1,472	1,373	.0213 .0143 .0124	11 7
umboldt 100 la 97 yea 88 acksen 89 asper 100	13.2 11.8 17.3 18.5 32.9	.0097 .0141 .0151	19.4		3.2 3.0 4.7 4.9 8.5	2.9 4.7 4.9	32.51 30.50 31.20	67.49 69.50 68.80	2,895 3,584 4,824	.0080	209 340 329	114 66 58	1,066 1,000 940 1,045 933	4,561 5,849 5,575 7,900 16,226	.0092 .0088 .0125	1,987 1,198 1,604	1,987 1,196 1,605	.0094 .0122 .0143	8 9
efferson 87 shnsen 88 enes 88 esksik 100 emuth 100	16.3 30.3 19.2 19.1 25.5	.0247 .0156 .0156	50.6 18.6	49.6 33.8 33.1		7.9 4.6 5.4	47.08 31.48 25.37	52.92 68.54 74.63	11,687 4,763 3,317	.0325	747 2 371 2 407	70 71 80	838 1,010 1,032 951 1,089	18,222	.0288	2,285 1,361 1,202	2,291 1,361 1,202	.0334 .0141 .0136	1 1
87 Inn 88 ouisa 87 ucas 100 yen 97	41.3 82.3 11.6 15.1 15.3	.0671 .0094 .0123	73.4	116.1	3.1 4.0	22.2 3.1 4.0	76.88 31.27 47.09	68.73 68.73 52.91	29,688 2,274 3,656	.082	1,879 27 28 28	59 68 79	783 990 940 833 1,172	71,995 4,369 5,512	.1138	1,405	3,226 1,407 1,370	.0979 .0091 .0113	9 1
Androom 100 Anhaska 100 Anroom 100 Anrshall 100 Aills 99	14.3 25.8 25.7 33.7 15.9	.0210 .0210 .0275	39.3 31.5 51.5	45.4 45.7 5 59.0	7.0 6.7 8.7	6.9 6.7 8.6	38.86 42.46 58.60	61.12 57.60 2 41.38	5,719 4,53 8, 9,159 2,980	.0159 .0126 .0254 .0083	394 5 42 4 80	71 4 73 61	894 807 858 1,001 903	18,48	.0195 .0137 .0292	1,762 1,293 2,133	1,77	.0187 .0161 .0321	7 1 1
fitchell 101 fenera 97 feorus 100 fentgemery 99 flucatine 89	14.1 18.2 15.0 16.8 29.4	.0148 .0122 .0136	13.1 29.	26.5 4 34.7 4 39.5	4.5 3.8 4.5	4.4 3.7 4.5	27.10 40.2	72.90 3 59.77 9 56.4	3,690 2,41 1 4,56	.010 .010 .006 .012	3 24 7 14 7 29	8 71 3 71 2 64		6,954 4,084 7,57	4 .0110 4 .0065 2 .0120	1,570 1,060 1,680	1,570 2 1,08 3 1,68	0 .0114 1 .0069 7 .0133	9
2 Brien 97 Deceels 97 Page 99 Pale Alto 100 Phymeuth 97	18.4 10.2 25.9 15.4 24.1	.0083 .0211 .0125	44.	25.8 2 48.8 6 27.4	2.3 6.4 3.6	8.4 3.6	27.4 44.8 27.8	72.50 55.20 72.1	9 2,44 0 9,95 7 4,13	7 .006 8 .027 0 .011	8 22 7 38 5 27	5 69 7 59 8 51	1,178 919 1,152	3,93 12,15 5,01	2 .0062 0 .0192 9 .0079	2 1,67 2 1,88	9 1,68 8 1,89 3 1,40	2 .0082 6 .0223 3 .0113	3 1
Pecahentas100 Pelk100 Pottawattamie99 Powechiek100 Ringgeld100	15.7 172.8 69.9 18.7 12.0	.1408	84. 80. 3 26.	1 74.2	45.6 17.6 5.0	43.9 17.4 5.0	90.0 52.6 32.4	0 10.0 1 47.3	0 77,74 9 18,32 9 4,28	7 .216 9 .050 0 .011	0 4,60 9 95 9 41	6 68 9 79 9 54	945 811 1,000	156,34 42,68 9,07	5 .247 6 .067 4 .014		6 3,49 8 2,43 8 1,79	9 .234 9 .056 9 .016	11 0
ac. 97 cett 96 helby 90 leux 97 lary 100	17.0 77.3 17.1 26.8 31.1	.0630	82. 18.	1 172.1 3 29.1 35.1	20.1 4.1 6.1	20.1	83.8 26.2 30.4	3 66.9 9 16.1 6 73.7 7 69.5 8 49.2	1 31,63 4 3,76 3 5,66	7 .087 5 .010 8 .015	9 1,44 5 21 7 40	5 53 4 78 4 86	1,01 93: 1,12	66,03 6,60 7,92	3 .104 0 .010 2 .012	4 3,16 4 1,63 5 1,29	9 1,78 9 3,19 0 1,63 7 1,29 0 2,02	6 .089 0 .010 7 .016	17
ama 100 leylor 100 leion 100 ran Buren 87 Yapalla 91	22.0 14.1 17.4 12.0 40.5	.012 .014 .016	2 49.	4 40.1 25.	4.	1 4. 7 4. 8 3.	1 24.5 7 43.8 6 25.0	5 [68.7 4 75.4 0 56.2 9 74.9 0 26.2	8 2,33 9 4,13 1 1,80	3 .006 9 .011 7 .005	5 15 5 26 0 16	9 77 19 64 16 103	79 88 84	4,39 7,91 7,381	8 .007 7 .012 2 .006	5 1,45 0 1,05 5 1,66 0 1,05 2 2,40	8 1,05 8 1,67 0 1,05	9 .007 1 .012 3 .008	73
Narren 100 Nashington 17 Napon 100 Napon 100	13.1	016 0.011 0.032	1 24. 2 54.	2 35. 28. 1 56.	5. 3. 3. 10.	4 5. 9 3. 2 10.	3 34.2 9 25.1 1 63.5	8 71.3 5 65.7 7 74.8 11 36.4 14 63.5	5 5,12 3 2,50 10 15,10	9 .007 1 .041	12 31 10 15 18 85	6 65 1 72 1 73	1,02 74 8	8,83 3,98 1 25,16	7 .014 6 .006 1 .039	0 1,65 3 1,01 8 2,47	0 1,65 5 1,01	.014 .007 .042	19 71 26
N'immashirik 90 Wasdbury 97 Warth 181 Wright 160	21.0 101.1 11.1 (20.1	7 .082	77.	8 117.	25.	3 24. 7 2.	7 27.8	\$ 17.7	4 34,24 5 2,38	6 .095 5 .006	1,61	15 65	1,02	5 79,22 8 3,87	80 .125 78 .006 81 .014	2 3,13	5 1,44	.102 5 .007	26 75

For lowa City figures, see page 160

MISSOURI

								-		_				-			
Adair102	19.4	.0158 42.0	34.0	5.3	5.3 47.59	52.41	4,434	.0123	294	72	548	6,053	.0095	1.142	1,146	.0124	78
Andrew 106	13.5	.8110	31.5	3.7	3.7 13.29	88.71	1,462	.0041	134	- 00	596	1,429	.0022	386	387	.0045	41
Atching 106	13.4	.0110	25.4	3.4	3.4 22.69	77.31	2,345	.0065	203	65	662	3,763	.0059	1.113	1,113	.0077	70
Audrain 102	22.1	.0180 37.5	32.2	6.1	5.5 54.63	45.37	4,223	.0117	341	63	713	8,007	.0127	1,318		.0140	78
Barry 103	22.8	.0188 17.9	29.1	5.6	5.6 34.35	65.65	3,018	.0084	341 228	65 63 60	561	4,227	.0127	750	750	.0090	48
Series 1900	44.0	20100 17.0	40.1	0.0	0.0	33.00	0,010	.000	440	- 00	301	4,221	.0007	700	100	.0000	

WHO OFFERS THE PLUS OF "IOWA PLUS"!

W HEN you use WHO's 50,000-watt Voice of the Midwest, you're buying PRIMARY COVERAGE of nearly all the radio homes in Iowa.

But that's little more than half the story! Mail returns prove that WHO also covers another EXTRA market outside of Iowa, which is almost as large as our Iowa coverage itself!

This EXTRA coverage is what we mean when we talk about "the PLUS of Iowa Plus". To dozens of talk about "the PLUS of Iowa SALES such as they advertisers, it means PLUS SALES such as they had never before thought possible. . . . May we send you some examples?

TATE CONTINUAL PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER
FREE & PETERS, INC., Representatives

308,000 EXTRA
RADIO HOMES!

1,470,000 EXTRA

LISTENERS!

\$433,352,000 EXTRA
In Retail BUYING POWER!

$M\ I\ S\ S\ O\ U\ R\ I \!-\!\! (Continued)$

COUNTY		(In Thou	POPUL sands,		ensity)		TYPE		RETAIL S 1931 S. M. EST	3	AUT	O SA 1938	LES,		ECTIVE B			SAL MANA MEI MARI CONT	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Families	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Per M	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Barton 105 Bates 105 Benton 102 Bollinger 102 Boone 102	14.6 22.1 11.7 12.3 31.0	.0095	12.2	15.7 20.1	3.9 6.1 3.1 2.8 8.6	3.9 6.0 3.0 2.8 7.6		67.37 70.81 84.07 88.91 48.29	2,053 3,004 1,051 684 9,035	.0057 .0083 .0029 .0019	133 193 70 36 656	61 71 92 49 69	559 568 536 342 808	3,262 5,166 2,018 1,572 15,640	.0082 .0032 .0025	829 850 659 560 1,824	830 854 662 560 1,948	.0059 .0088 .0032 .0021 .0280	50 49 34 21 111
Buchanan	96.6 23.7 12.5 19.9 9.1	.0193	82.0 31.8 30.6	33.9 28.9	25.5 5.6 3.6 4.9 2.1	24.3 5.2 3.6 4.3 2.1	85.06 40.20 24.93 26.16 22.29		27,722 4,612 2,369 2,725 664	.0770 .0128 .0066 .0078	1,338 254 213 239 58	65 58 99 72 73	612 456 695 701 464	54,610 5,794 3,330 4,652 1,000	.0074	2,144 1,043 930 952 473	2,202 1,087 934 1,019 473	.0776 .0117 .0076 .0091 .0021	97 61 75 56 28
Cape Girardeau 102 Carroll 105 Carter 102 Cass 105 Cedar 105	33.2 19.9 5.5 21.0 11.1	.0162 .0045 .0171			8.0 5.5 1.2 5.9 3.1	7.6 5.3 1.2 5.9 3.1	24.11 24.93	76.42	2,890 490 3,345	.0252 .0080 .0014 .0093 .0035	500 167 35 233 112		800 632 368 684 553	14,158 6,014 540 5,136 2,404	.0081	1,774 1,099 452 864 770	1,823 1,122 452 871 770	.0245 .0087 .0014 .0098 .0044	91 54 31 57
Chariton 105 Christian 103 Clark 102 Clay 105 Clinton 105	19.0 13.2 10.2 26.8 13.5	.0107 .0084 .0218			5.1 3.4 3.0 7.4 3.8	4.7 3.3 3.0 7.1 3.7	17.26 69.49	30.51	1,343 1,011 7,885	.0073 .0037 .0028 .0219 .0066	170 118 97 645 206	71 64 65	542 580 519 935 732	4,167 2,269 1,736 13,632 4,901	.0215	818 679 583 1,849 1,280	857 679 584 1,889 1,311	.0076 .0045 .0035 .0256 .0083	4111
Cole 102 Cooper 102 Crawford 102 Dado 103 Dallas 103	30.9 19.5 11.3 11.8 10.5	.0159 .0092 .0096			2.7 3.2	6.2 4.4 2.7 3.2 2.6	36.27 17.02 13.06	82.98 86.94	3,324 1,368 1,145	.0241 .0092 .0038 .0032 .0028	633 200 83 77 107	62 49 68	1,053 559 633 546 476	12,584 5,442 1,409 2,126 2,529	.0086 .0022 .0034	1,937 1,091 516 662 977	1,983 1,164 517 666 977		3
Daviess 105 DeKalb 106 Dent 102 Douglas 103 Dunklin 102	14.4 10.3 11.0 14.0 35.8	.0084 .0089 .0114	1.0	14.7	2.6 3.2	4.0 2.9 2.6 3.2 7.8	13.82 21.00 10.70	86.18 79.00 89.30	1,253 1,114 1,168	.0031	99 72 108 45 270	73 62 71	563 715 615 282 383	2,080 1,602	.0037 .0033 .0025	688 801 791 503 918	692 803 791 503 926	.0036 .0040 .0027	4 2
ranklin 102 Basconade 102 Bentry 106 Breene 103 Brundy 105	30.5 12.2 14.3 82.5 16.1	.0099 .0119 .0675	69.3	23.7 29.3 124.3	22.1	4.0 21.5	39.94 25.47 69.38	60.06 74.53 30.62	1,731 2,330 23,620	.0048	413 150 195 1,269 240	70 76 61	826 846 664 780 589	2,068 3,075 38,851	.0033 .0049 .0614	655 770	655 771 1,784	.0053 .0072 .0643	5
larrisen 106 Henry 105 Hickery 103 Helt 106 Heward 105	17.2 22.5 6.4 12.7	.0187 .0052 .0104	25.0	15.8 28.5	1.7	4.8 6.3 1.7 3.4 3.2	38.56 10.02 20.29	61.44 89.98 79.71	3,729 354 2,045	.0104 .0010	162 305 26 164 119	65 79 70	616 753 486 634 581	8,788 1,054 2,737	.0139 .0017 .0043	775 1,370 609 794 820	609 796	.0134 .0014 .0062	
flowell 103 ron 102 lackson 105 lasper 104 lefferson 102	19.7 9.6 470.5 73.8 27.6	.0078 .3832 .0601	88.2	17.4 771.2 116.2	2.2 126.9 20.3	2.2 114.4 19.9	26.75 95.99 74.72	73.25 4.01 25.28	1,159 222,860 21,661	.0032 .6190 .0602	10,863 1,232	43 65 62	601 429 743 724 847	380,736 37,169	.0027 .6017 .0587	776	782 3,177 1,855	.0035 .5952 .0610	15
lehnsen 105 Knex 102 aclede 103 afayette 105 awrence 103	22.4 9.7 16.3 29.2 23.8	.0079 .0133 .0238	21.8	18.8 21.7 47.8	2.7 4.0 7.6	2.7 4.0 7.0	15.93	84.07 77.09 52.64	1,049 2,121 5,688	.0029 .0059 .0158	70 156 306	69 69 53	665 541 658 698 606	2,099 4,000 7,439	.0033 .0063 .0118	766 992 984	1,002	.0033 .0068 .0148	3 5
ewis	12.1 13.5 23.3 18.6 13.5	.0113 .0190 .0152	42.7	35.1	3.9 6.4 4.8	3.7 6.3 4.6	23.97 45.79 37.14	76.03	1,827 4,789 3,691	.0051 .0133 .0103	315 325 251	72 75 78	696 779 670 645 372	3,012 5,55 4,47	2 .0048 1 .0088 2 .0071	773 865 931	801 876 948	.0088 .0130	2
Vacon 102 Madison 102 Maries 102 Varion 102 Vercer 105	23.1 9.4 8.4 33.1	.0077 .0068 .0273	67.5	18.9 16.1 76.8	2.2 1.9 8.9	2.2 1.9 8.2	28.93 10.09 76.89	89.9 23.1	1,008 491 7,994	.0028	120 31 49	63 7 56 5 59	594 548 458 608 400	1,69 1,20 15,67	.0027 0 .0019 6 .0248	771 620 1,763	778 620 1,844	.003	9 7 2
Miller 102 Mississippi 102 Moniteau 102 Monroe 102 Montgomery 102	16.7 15.8 12.1 13.8	.0128 .0099 .0109	21.	3 38.2 29.1 20.2	3.6 3.2 3.5	2.7 3.2 3.8	26.46 29.31 26.91	73.6	2,577 9 2,467 9 2,356	.0072	.10: 12:	59 59 58	484 486 614 614 684	2,99 2,75 3,75	5 .0047 2 .0043 2 .0059	828 849 949	971 861 970	.007	7 5 2
Morgan 102 New Madrid 102 Newton 104 Nodaway 106 Oregon 103	11.0 30.1 27.0 26.0 12.1	.0246 .0219 .0215	19.	46.4 3 43.3 7 30.3	6.7 6.8 7.0	5.3 6.8 7.0	19.50 26.90 26.31	80.50 73.04 73.60	2,953 4 3,146 9 5,196	.0082 .0087	19: 22: 35:	9 43 8 70 1 76	603 341 553 718 392	3,72 5,77 6,59	6 .0059 3 .0091 1 .0104	560 844 936	63 4 84 93	.008 .009 .014	9
Dsage	12. 9. 37. 13.	.0078 .0304 7 .0112	12.1	8 29.7	2.1 8.7 3.0	6.1 3.0	9.31 21.90 36.17	90.6 78.1 763.8	2 450 5,530 3 1,572	.0013 .0154 .0044	3 26 1 14	5 71 5 42 3 63	642 381 281 941 621	91 5,84 2,56	1 .0014 4 .0092 3 .004	426 676 856	810 810 850	.001 .012 .005	5 8 3
Pholps 102 Pike 102 Platte 105 Polk 103 Pulaski 103	18.1 13.1 17.1	.0147 8 .0113 8 .0145	19.	7 27.6 . 33.3 . 27.8	5.3 3.7 4.7	3.6 4.7	26.3 23.4 17.4	7 73.6 2 76.5 4 82.5	3,275 8 1,476 6 2,155	.0091 .0041 .0060	27 24 28	6 62 8 76 2 100	54 66 69	4,18 2,08 3,08	0 .0066 5 .003 8 .004	79: 56: 65:	3 84 0 57 3 65	9 .010 0 .006	0 7 5
Putnam	26.	.0087	52.	22.3	2.9	7.0	25.80 57.40		2 80 0 4,56	.0022	7 28	3 57 4 59	64	2 2,18 9 13,14	4 .003 5 .020	76	2 78 3 1,81	1 .003 5 .016	1



Arthur B. Church President

Karl Koerper Vice-President

THEONILY

STATION IN KANSAS CITY

...that offers so many reasons for the popularity KMBC enjoys among the two and one-third million radio listeners who daily buy and buy and BUY in our P.D.A. Some of the radio services which only KMBC provides in this Middle Western Mecca of Sales are shown here—there are many others. Perhaps most important of all is the fact that KMBC is the only station in Kansas City with an attractive array of Audience Tested, Selling Tested Programs ready for sponsorship NOW.



KMBC is the ONLY Kansas City station

... with an exclusive full-time sports commentator, Walt Lochman, who will broadcast all games of the Kansas City Blues play-by-play on KMBC this

...with an exclusive household economics director, Beulah Karney. Under her direction the KMBC Happy Kitchen annually makes happy many participating advertisers.



...with a full time news editor who has metropolitan newspaper experience, Erle Smith—veteran of ten successful sponsorships!

...to develop locally personalities and programs that have become famous nationally. Here is Caroline Ellis, now doing "Caroline's Golden Store" for General Mills. Others are Margaret and Gordon Munro, Easy Aces, Life on Red Horse Ranch, Happy Hollow, PHENOMENON.



The PROGRAM BUILDING and TESTING Station

Free & Peters, Inc., National Representatives

George E. Halley, Director National Program Sales,

400 Deming Place, Chicago



KMBC is the ONLY Kansas City station originating regular coast-to-coast network programs. Since KMBC joined CBS in 1927, more than 3,000 programs

coast-to-coast network programs. Since KMBC joined CBS in 1927, more than 3,000 programs have been originated to the Columbia network. The Texas Rangers currently enjoy one of the highest CAB ratings of CBS sustaining shows. Saturday afternoons at 3:30 E.S.T.



KMBC is the ONLY Kansas City station which dramatizes its talent to the audience in a big variety show—is, in fact, the only station with the talent to produce such a show. Brush Creek Follies, broadcast Saturday nights, and playing to S. R. O. audiences, week after week.



KMBC is the ONLY Kansas City station which maintains a consistent policy of covering public events of special public interest, and KMBC is the only station with a short wave car to broadcast news where it happens, when it happens. Above, City Manager McElroy and Mayor Smith officially open new Police-Courts building on KMBC.

COUNTY		(In Thou	OPUL/ sands,		ensity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		ECTIVE BI			SAL MANA MEI MARI CONTI	GE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami-	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dellars in thousands	U. S. A.	Per Fam- Ily	Per White Fam- ily	National Buying Power %	Buy- ing Power index
Reynolds102	8.9	.0073		10.8	1.9	1.9	19.75	80.25	670	.0019	27	57	398	988	.0016	507	507	.0016	22
Ripley	11.2 24.4 13.3 35.8 211.6 822.0	.0292	19.6	18.8	2.5 5.9 3.6 8.0 52.1 214.9	2.5 5.7 3.6 7.9 49.8 190.9	53.89 18.17 70.35	46.11 81.83 29.65 2.19		.0031 .0122 .0038 .0154 .1980 .8173	54 338 85 470 4,991 16,008	60 83 46 57	333 833 386 742 993 730		.0184 .0033 .0131 .2653	464 1,952 586 1,045 3,221 3,225	590	.2410	29 81 35 60 140 137
Ste. Genevieve. 102 Saline	10.1 30.8 7.0 8.9 24.9	.0057	37.8	40.8 22.5 20.2	7.8 2.0 2.6	7.0 2.0 2.6	48.17 19.58 20.25	53.83 80.44 79.75	5,287 830 1,298	.0042 .0147 .0023 .0036 .0117	122 359 78 116 307	58 93 76	712 673 742 591 667	11,353	.0179	1,462 568 815	568 816	.0171 .0027 .0043	60 69 47 60 59
Shannon. 102 Shelby. 78 Stoddard. 102 Stene. 103 Sullivan. 105	10.9 12.0 27.5 11.6 15.2	.0098 .0223 .0094	9.8	11.0 23.5 33.7 22.8 23.4	3.5 6.2 2.7	5.8 2.7	19.19 25.68	74.47 80.81 74.32	2,381 2,598 956	.0020 .0066 .0072 .0027	50 125 178 61 96	71 58 65	303 741 423 356 470	3,000 3,544 1,526	.0049 .0056 .0024	888 574 557	904 592 557	.0060 .0074 .0028	61 33 30
Taney	8.9 18.6 25.0 8.1 14.4	.0151 .0204 .0066	29.7	13.5 16.0 29.8 19.7 19.5	4.5 6.5 2.1	4.5 6.5 2.0	19.56 31.14 26.21	80.44 68.86 73.79	1,946 3,239 1,091	.0022 .0054 .0090 .0030		79 66 61	437 509 619 775 424	2,223 7,499 1,512	.0035 .0119 .0024	496 1,147 730	496 1,150 745	.0058 .0108 .0032	38 52 48
Wayne. 102 Webster. 103 Worth 106 Wright. 103	12.2 16.1 6.5 18.7	.0132		15.8 27.6 24.7 24.7	4.0	4.0 1.8	19.51 19.00	80.49	2,105 839	.0026 .0058 .0023 .0052	221	88 89	348 677 578 593	3,700 1,521	.0058	925	926 844	.0077	58
STATE TOTAL.	3,629.4	2.9561	51.2	52.8	939.5	879.1	64.17	35.83	949,140	2.6364	58,251	61	683	1,830,047	2.8922	1,948	2,021	2.8179	9

For Missouri City figures, see page 160

NORTH DAKOTA

Adams 96 Barnes 96 Benson 96 Billings 98 Bottineau 96	6.3 18.8 13.3 3.1 14.9	.0052 .0153 28.0 .0108 .0026	6.4 12.5 9.8 2.7 8.8	1.4 4.2 2.9 .6 3.3	4.2 2.7 .6	22.39 29.76 16.79 5.22 18.41	77.61 70.24 83.21 94.78 81.59	1,380 • 4,564 1,769 119 2,126	.0038 .0127 .0049 .0003	45 251 92 4 183	66 68 58 25 78	631 955 894 456 898	2,359 7,377 3,742 288 3,625	.0037 .0117 .0059 .0005	1,767 1,284 473	1,717 1,768 1,346 473 1,092	.0033 .0125 .0052 .0003 .0070	63 82 48 12 58
Bowman 96 Burke 96 Burleigh 96 Cass 96 Cavalier 96	5.1 10.0 19.8 48.7 14.5	.0042 .0081 .0161 56.1 .0397 58.7 .0118	4.4 9.0 12.0 27.6 9.7	1.2 2.2 4.2 10.9 3.0	2.2 4.1 10.8	30.64 24.76 63.45 67.75 17.67	75.24 36.55 32.25	1,273 1,168 8,881 20,387 2,120	.0035 .0033 .0247 .0566 .0059	50 71 471 1,350 218	91 65 70 85 111	868 798 997 1,077 902	1,478 2,087 11,860 27,701 2,473	.0023 .0033 .0187 .0438 .0039	1,239 956 2,843 2,551 816	1,240 956 2,852 2,555 818	.0028 .0034 .0226 .0569 .0070	67 42 140 143 59
Dickey 96 Divide 96 Dunn 96 Eddy 96 Emmons 96	10.9 9.6 9.6 6.3 12.5	.0089 .0078 .0077 .0052	9.5 7.6 4.6 9.7 8.0	2.3 2.1 1.8 1.3 2.3	2.3 2.1 1.8 1.3 2.3	25.28 19.00 10.88 29.43 16.46	81.00 89.12 70.57	2,284 1,470 812 1,231 1,427	.0063 .0041 .0023 .0034	121 68 36 81 70	67 81 63 58 70	912 588 640 904 777	3,265 2,246 1,777 2,375 2,883	.0052 .0035 .0028 .0038 .0046	1,395 1,056 969 1,797 1,235	1,396 1,057 991 1,807 1,235	.0059 .0037 .0023 .0038 .0041	66 47 30 73 40
Foster	6.3 4.1 32.0 10.1 6.9	.0052 .0034 .0260 .0083 .0066	9.9 4.1 22.3 6.0 9.6	1.4 1.0 7.2 2.0 1.5	1.4 1.0 7.2 2.0 1.5	30.40 25.50 56.40 14.47 18.90	74.50 43.60 85.53	1,610 934 12,191 845 1,209	.0045 .0026 .0339 .0023 .0033	96 38 695 35 67	58 86 78 63 68	944 784 953 642 869	2,415 1,511 17,952 1,089 2,772	.0038 .0024 .0284 .0017 .0044	1,745 1,551 2,490 539 1,878	539	.0044 .0023 .0328 .0019 .0037	85 68 126 23 66
Hettinger 96 Kldder 98 Le Moure 96 Logan 96 McHenry 96	8.8 8.0 11.5 8.1 15.4	.0072 .0065 .0094 .0066 .0126	7.8 5.8 10.0 8.1 8.2	1.8 1.6 2.5 1.5 3.3	1.8 1.6 2.5 1.5 3.3	22.45 20.90 21.63 16.86 18.90	79.10 78.37 83.14	1,080 918 1,877 846 2,220	.0030 .0025 .0052 .0023 .0062	51 67 97 55 133	50 68 63 61 54	902 766 1,010 1,058 982	2,810 1,763 4,481 1,081 4,156	.0044 .0028 .0071 .0017	1,604 1,100 1,824 715 1,254	1,825	.0034 .0029 .0058 .0023	47 45 62 35 52
McIntosh	9.6 9.7 18.0 9.5 19.6	.0078 .0078 .0147 .0078 .0160 25.6	9.6 3.4 7.8 8.6 10.1	1.9 2.2 3.8 1.8 4.0	1.9 2.2 3.6 1.8 4.0	20.00 11.88 22.75 29.38 33.42	88.12 77.25 70.62		.0038 .0030 .0067 .0027 .0109	45 54 109 96 244	52 60 56 86 78	812 693 898 910 980	1,305 1,265 4,215 2,087 6,347	.0020 .0020 .0067 .0033 .0100	704 574 1,120 1,129 1,571		.0026 .0026 .0064 .0037 .0112	33 33 44 47 70
Mountrail 96 Nelson 98 Oliver 96 Pembina 96 Pierce 96	13.5 10.2 4.3 14.8 9.1	.0110 .0083 .0035 .0120 .0074	7.1 10.4 5.9 13.2 8.6	3.0 2.2 .8 3.2 1.8	3.0 2.2 .8 3.2 1.8	19.48 22.47 6.73 20.78 18.54	77.53 93.27 79.22	2,068 146 2,540	.0065 .0057 .0004 .0071	113 166 9 340 76	71 95 39 77 69	839 1,019 533 1,088 782	3,523 3,110 451 5,032 2,892	.0056 .0049 .0007 .0080	1,160 1,443 545 1,554 1,583	1,444 545 1,571	.0060 .0064 .0005 .0109	55 77 14 91 57
Ramsey 96 Ransom 96 Renville 96 Richland 95 Rolette 96	16.2 11.0 7.3 21.0 10.8	.0132 33.5 .0089 .0059 .0171 15.1	13.5 12.8 8.1 14.6 11.7	3.5 2.4 1.7 4.6 2.2	3.4 2.4 1.7 4.5 1.6	37.47 24.08 14.08 25.94 17.96	75.94 85.92 74.06	2,018 943 4,666	.0159 .0056 .0026 .0130	296 141 52 281 152	73 82 58 99 73	1,040 853 808 988 789	6,501 3,718 1,553 7,907 2,200	.0103 .0059 .0024 .0125	1,879 1,534 941 1,738 1,005	1,534 941 1,739	.0139 .0063 .0026 .0134 .0055	105 71 44 78 63
Sargent .96 Sheridan .98 Sloux .98 Slope .98 Stark .98	9.3 7.4 4.7 4.2 15.3	.0076 .0060 .0038 .0034 .0125 32.7	10.9 7.4 4.2 3.4 11.3	2.1 1.4 .9 .9 3.0	2.1 1.4 .7 .9 3.0	18.74 15.42 9.95 7.13 41.20	84.58 90.05 92.87	732 386 162	.0034 .0020 .0011 .0004	99 41 50 8 178	77 59 81 40 56	904 729 536 356 982	2,736 2,290 656 364 5,878	.0043 .0036 .0010 .0006 .0093	1,576 685 383	1,316 1,576 825 383	.0043 .0026 .0016 .0005	57 43 42 15 84
Steele	7.0 28.1 8.4 12.6	.0057 .0213 31.3 .0068	9.7 11.4 8.1 14.6	1.5 5.3 1.8 2.7	1.5 5.3 1.8 2.7	13.03 31.62 20.37 27.06	68.38	1,365	.0027 .0166 .0038 .0084	60 281 155 218	80 69 90 98	796 834 811 1,149	2,251 10,488 2,921 4,883	.0036 .0166 .0046 .0077	1,545 1,981 1,656	1,982 1,658	.0031 .0159 .0055 .0091	54 75 81 88

THEY SPARKLE . . . THEY AMUSE . . . THEY STIMULATE . .

"They" are the series of single-page cartoon-illustrated messages for salesmen which SALES MANAGEMENT is preparing expressly for sales executives to use as a tonic for the men in the field during the hot and humid days of June, July and August.

The series is called "13 Ways to Make Your Own Summer Slump." Samples will be available shortly, and deliveries on complete sets can be made about April 20. Price: Three cents per copy.

Sales Management 420 Lexington Ave. New York, N. Y.

NORTH DAKOTA—(Continued)

COUNTY		(In Thou	POPUL/ sands,		ensity)			E OF	RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		ECTIVE B			SAL MAN/ MEI MARI CONTI	AGE- NT KET
	Total 1930	% of U. S. A.	96	Density per eq. mi.	Fami-	White Fami- iles	% Non Farm	% Farm	Dollars (in thousands)	u. \$. A.	New Pas- senger Car		Regis- tration Per M Fami- lies		u. \$. a.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- Ing Power Index
Walsh96	20.1	.0163	15.6	15.6	4.2	4.2	24.36	75.64	3,830	.0106	397	84	1,074	7,165	.0113	1,714	1,718	.0142	87
Ward	33.6 13.3 19.6	.0108		10 2	7.4 2.8 4.4	7.3 2.8 4.3	24.55	47.29 75.45 67.42	2,366	.0066	105	83 56 77	893 874 853	18,888 3,239 5,580	.0298 .0051 .0088	1,161	1,161	.0302 .0057 .0113	110 53 71
STATE TOTAL.	680.8	.5545	16.6	9.7	145.0	143.2	31.09	68.91	148,378	.4121	9,025	75	903	235,011	.3714	1,621	1,632	.4176	75

For North Dakota City figures, see page 161

SOUTH DAKOTA

Armstrong	0.2 7.1 22.9 4.6 11.7	.0001 .0058 .0187 .0037 .0096	0.2 9.9 18.3 3.9 20.5	1.7 5.4 1.1 2.7	1.7 5.4 .8 2.7	16.06 49.61 12.51 27.54	83.94 50.39 87.49 72.46	796 5,451 427 1,687	.0022 .0151 .0012 .0047	26 259 49 95	31 58 58 66	724 769 437 920	2,256 8,983 791 2,426	.0036 .0142 .0013 .0038	1,352 1,666 752 884	1,670	.0024 .0143 .0017 .0045	46
Brookings . 94 Brown . 94 Brule . 97 Buffalo . 97 Butte . 97	16.8 31.5 7.4 1.9 8.6	.0137 25.9 .0255 52.3 .0060 .0016	21.3 18.0 8.9 4.0 3.8	3.9 7.5 1.8 .4 2.1	3.9 7.4 1.8 .3 2.0	57.74 27.85 10.67	42.26 72.15 89.33	73	.0107 .0282 .0038 .0002 .0082	52	65 69 61 43 60	1,040 827 718 414 911	5,226 17,843 2,307 206 3,076	.0083 .0282 .0036 .0003 .0049	1,344 2,394 1,314 468 1,476	2,395 1,315 590	.0112 .0272 .0034 .0004	82 107 57 25 91
Campbell .94 Charles Mix .97 Clark .94 Clay .97	5.6 16.7 11.0 10.1	.0046 .0136 .0090 .0082 28.2	7.3 14.7 11.3 25.0	1.2 3.6 2.7 2.4	1.2 3.4 2.6 2.4	17.80 22.21 20.34 25.24	82.20 77.79 79.66 74.76	516 1,753 1,303 1,948	.0014 .0049 .0036 .0054		64 62 64 59	810 741 765 1,027	713 3,836 3,229 3,796	.0011 .0061 .0051 .0060	611 1,063 1,261 1,590	611 1,107 1,261 1,590	.0013 .0055 .0040 .0059	40

S O U T H D A K O T A—(Continued)

COUNTY			POPUL/ sands, (ATION except de	nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			MAN/ MEI MARI CONTI	NGE- NT KET
	Total 1930	% of U.S.A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Codington 94	17.5	.0142	58.5	24.9	4.1	4.1	61.34	38.66	6,068	.0169	294	69	983	9,648	.0152	2,379	2,380	.0158	111
Corson 94 Custer 97 Davison 97 Day 95 Deuel 94	9.5 5.4 16.8 14.6 8.7	.0078 .0044 .0137 .0119 .0071	65.0	3.8 3.4 38.9 13.8	2.1 1.3 4.0 3.3 1.9	1.7 1.3 4.0 3.2 1.9	34.28 62.36 25.21	37.64 74.79	1,013 6,708 2,364	.0186	35 114 279 133 79	82 58 75	524 1,013 923 896 1,034	1,580 1,119 9,852 3,623 1,985	.0018 .0156 .0057	752 830 2,462 1,110 1,044	1,117	.0035 .0163 .0064	80 119 54
Dewey 94 Douglas 97 Edmunds 94 Fall River 172 Faulk 94	6.5 7.2 8.7 8.7 6.9	.0053 .0059 .0071 .0071 .0057	32.2	3.4 16.6 7.5 5.0 6.8	1.5 1.6 1.8 2.1 1.6	1.1 1.6 1.8 2.0 1.6	21.60 35.59	79.31 78.40 64.41	1,049 1,286 2,074	.0029 .0036 .0058		55 52 56	738 1,031 889 865 950		.0033 .0040 .0063	1,375		.0029 .0035 .0063	49 89
Grant 95 Gregory 99 Haakon 94 Hamlin 94 Hand 97	10.7 11.4 4.7 8.3 9.5	.0087 .0093 .0038 .0068 .0077		15.5 11.1 2.6 16.0 6.7	2.4 2.6 1.2 1.9 2.1	2.4 2.5 1.2 1.9 2.1	23.36 18.41 22.48	81.59 77.52	1,272 1,061 942	.0035 .0029	58 56	72 61 48	1,012 780 787 977 519	3,037 1,858 2,929	.0048 .0029 .0046	1,162 1,557 1,577	1,183 1,559 1,577	.0050 .0030 .0034	54 79 50
Hanson 97 Harding 97 Hughes 97 Hutchinson 97 Hyde 94	6.1 3.6 7.0 13.9 3.7	.0050 .0029 .0057 .0113 .0030	52.2	14.2 1.3 9.2 17.0 4.3	3.1	1.4 .9 1.7 3.1	16.80 47.07 24.70	83.20 52.93 75.30	400 2,357 1,991	.0011 .0066 .0055	158 127	85 61 71	895 1,786 313 1,033 768	4,388 3,160	.0009 .0069 .0050	629 2,498 1,028	629 2,531 1,028	.0013 .0073 .0057	45 128 50
Jackson 97 Jerauld 97 Jones 97 Kingsbury 94 Lake 94	2.6 5.8 3.2 12.8 12.4	.0047	34.6	3.2 11.0 3.2 15.7 22.0	1.4 .8 2.9 2.9		29.61 15.24 31.34	70.39 84.76 68.66	878 407 2,085	.0024 .0011 .0058	34 33 99	52 85 37	808 839 744 995 1,021	872	.0032 .0014 .0059	1,447 1,121 1,286	1,447 1,122 1,287	.0025	53 54 54 54
Lawrence 97 Lincoln 94 Lyman 97 McCook 94 McPherson 94	13.9 13.9 6.3 10.3 8.8	.0052		17.5 24.2 3.9 18.0 7.6	3.7 3.3 1.5 2.4 1.8	3.6 3.3 1.5 2.4	22.45 17.76 23.74	77.55 82.24 76.28	2,268 779 1,320	.0063 .0022 .0037	146 45 113	74 69 75	1,153 900 607 919 785	4,460 1,529 3,224	.0070 .0024 .0051	1,350 987 1,360	1,350 1,021 1,360	.0070	63 4 46 8 58
Marshall 95 Meade 97 Mellette 97 Milner 94 Minnehaha 94	9.5 11.5 5.3 8.4 50.9	.0094 .0043 .0068		10.7 3.3 4.1 14.7 62.4	2.1 2.8 1.2 1.9 12.2	1.9	20.83 11.76 29.64	79.17 88.24 70.36	2,141 349 1,284	.0058	117 33 56	7 73 5 57 6 57	815 704 461 807 1,111	4,073 729 1,479	.0064 .0012 .0023	1,469 633 764	1,473 738 764	.0061 3 .0013 4 .0029	1 65 3 30 9 43
Moody 94 Pennington 97 Perkins 97 Potter 94 Roberts 95	9.6 20.1 8.8 5.8 15.8	.0164 .0071 .0047		18.2 7.2 3.0 6.4 14.2	5.1 2.0 1.3	5.0 2.0 1.3	66.32 21.01 32.64	33.68 78.99 67.36	8,953 2,010 1,176	.0249 .0056 .0033	493 72 65	70 2 72 5 46	915 1,073 624 846 942	10,859 3,37 2,04	.0172 1 .0053 4 .0032	2 2,140 3 1,682 2 1,525	2,150 2,150 1,683 1,533	.0220 3 .0049 2 .003	6 13 9 6 3 7
Sanborn 97 Shannon 98 Spink 94 Stanley 97 Sully 94	7.3 4.0 15.3 2.4 3.9	.0033 .0125 .0019	17.4	12.7 4.2 10.1 1.6 3.6	3.5	3.5 .6	7.47 28.87 13.74	92.53 71.33 86.20	304 3 2,817 3 300	.0008 7 .0078 0 .0008	8: 2:	4 65 2 44 0 51	858 528 687 708 563	3,90 67	5 .000 5 .006 9 .001	7 48 2 1,10 1 1,08	84: 8 1,10: 1 1,10:	3 .001 9 .006 2 .001	3 39 1 49 0 53
Todd. 99 Tripp 97 Turner 94 Union 97 Walworth 94	5.9 12.7 14.9 11.5 8.8	.0104 .0121 .0094		4.2 7.8 24.1 25.4 11.8	2.9 3.6 2.7	2.8 3.6 2.7	19.54 21.96 27.63	80.40 78.00 72.3	1,28 2,04 7 2,32	2 .0030 0 .0057 8 .0069	10 12 15	5 49 6 55 5 71	386 642 1,051 1,132 766	4,84 5,24 7 2,75	6 .007 5 .008 1 .004	7 1,66 3 1,45 4 1,00	9 1,70 7 1,45 2 1,00	1 .005 7 .006 3 .006	6 5 9 5 3 6
Washabaugh 99 Washington 99 Yankton 97 Ziebach 94	2.5 1.8 16.6 4.0	.0015	36.6	2.3 1.6 31.7 2.0	3.4	3.4	3.2	96.7 57.3	5 9 3,89	8 .000 4 .010	16	8 267 6 62		7,10	6 .000 5 .011	2 2,05	0 38 6 2,06	9 .000 5 .010	2 7
STATE TOTAL	692.8	.5643	18.8	9.0	161.0	156.3	35.7	64.2	7 145,03	7 .402	8,12	2 63	87	249,98	.395	1 1,55	2 1,57	9 .406	8 7

For South Dakota City figures, see page 161

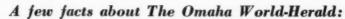
NEBRASKA

Adams	26.3 15.2 1.4 1.7 1.6	.0214 58.9 .0124 .0011 .0014	46.5 17.4 1.9 2.3 2.2	6.2 3.7 .3 .4 .4	6.2 3.7 .3 .4 .4	58.79 29.05 6.71 3.47 22.32	41.21 70.95 93.29 96.53 77.68	6,742 2,328 54 36 214	.0187 .0065 .0001 .0001	441 161 22 9 27	63 64 116 41 79	930 781 635 531 929	11,280 4,202 139 90 346	.0178 .0066 .0002 .0001 .0005	1,816 1,148 474 232 915	1,823 1,148 474 233 918	.0198 .0072 .0005 .0002 .0008	93 58 45 14 62
Beene	14.7 11.9 7.2 5.8 24.3	.0120	21.3 11.0 13.4 4.7 25.8	3.5 3.0 1.7 1.4 6.3	3.5 2.9 1.7 1.4 6.3	32.77 51.10 25.10 28.48 45.24	67.23 48.90 74.90 71.52 54.78	2,600 3,757 973 1,025 6,631	.0072 .0104 .0027 .0028 .0184	85 217 68 87 410	51 70 72 74 69	828 890 872 858 1,037	4,066 5,542 1,964 1,644 9,100	.0064 .0087 .0031 .0026 .0144	1,166 1,880 1,159 1,142 1,437	1,167 1,913 1,160 1,142 1,440	.0060 .0101 .0031 .0033 .0180	50 104 53 70 91
Burt	13.1 14.4 17.7 16.4 5.5	.0106	27.5 24.7 32.9 22.3 6.1	3.3 3.6 4.7 3.8 1.3	3.3 3.6 4.7 3.7 1.3	33.83 24.88 35.96 29.89 30.79	70.11	2,650 2,149 2,463 2,392 1,820	.0074 .0060 .0068 .0067 .0051	250 120 256 207 132	81 47 52 84 56	1,068 1,024 985 974 1,161	4,219 3,485 5,883 4,210 1,831	.0067 .0055 .0093 .0067 .0029	1,296 955 1,258 1,123 1,415	1,297 956 1,259 1,123 1,415	.0090 .0059 .0098 .0081 .0050	85 50 68 60 111
Cherry 99 Cheyenne 99 Clay 99 Colfax 99 Cuming 99	10.9 10.2 13.6 11.4 14.3	.0089	1.8 8.5 23.4 28.2 24.8	2.5 2.4 3.6 2.9 3.3	2.5 2.4 3.6 2.9 3.3	21.45 36.41 27.29 31.83 25.30	63.59 72.71 68.17	2,003 3,247 1,644 2,410 2,725	.0056 .0090 .0046 .0067 .0076	235 159 110 122 205	73 64 50 58 95	688 1,076 958 1,184 960	4,163 4,618 4,211 4,372 5,448	.0066 .0073 .0067 .0069 .0086	1,633 1,927 1,161 1,497 1,645	1,639 1,943 1,161 1,498 1,645	.0081 .0082 .0057 .0066 .0090	91 91 52 71 71

Aı

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N E B R A S K A—(Continued)

COUNTY		(In Thou	POPULI sands,		ensity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		ECTIVE B			SAL MAN/ ME MAR CONT	AGE- NT KET
	Total 1930	of U. S. A	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power	Buy- ing Powe Inde
Custer	26.2 9.5 11.5 17.9 4.0	.0077 .0094 .0146		8.2	6.3 2.2 2.8 4.5 1.0	6.3 2.2 2.7 4.4 .9	27.32	72.68 55.57 63.76		.0120 .0041 .0086 .0139 .0027	272 192 246 363 56	75 79 67	870 1,082 917 1,107 1,046	9,223 2,121 5,250 8,012 1,231	.0034 .0083 .0127	949 1,884 1,796	1,802	.0136 .0058 .0099 .0152 .0025	7 10 10
Dixon 97 Dodge 99 Douglas 99 Dundy 172 Fillmore 98	11.6 25.3 233.0 5.6 13.0	.0206 .1898 .0046	91.8	24.5 47.6 703.9 6.1 22.5	2.7 6.6 59.3 1.3 3.5	2.7 6.6 56.0 1.3 3.5	95.84 22.53	47.83 4.16 77.47	7,529 87,611 1,074	.0045 .0209 .2433 .0030 .0058	91	69 64 61	952 957 870 756 922	3,234 9,367 159,929 1,436 4,417	.0148 .2528 .0023	2,696 1,085	1,423 2,783 1,085	.0207 .2582 .0033	7 10 2 13 3 7
ranklin 98 Frontier 99 Furnas 99 Gage 98 Garden 99	9.1 8.1 12.1 30.2 5.1	.0099	42.9	15.7 8.3 16.8 35.1 3.0	3.2 7.6	2.4 2.0 3.2 7.6 1.2	19.50 30.42 43.77	80.50 69.58 56.23	1,142 2,297 6,734	.0032 .0064 .0187	73 135 430	57 53 58	947 849 972 981 758	13,709	.0032 .0066 .0217	988 1,313 1,804	989 1,313 1,808	.0034 .0067 .0209	4 5 7 6 9 8
Barfield 99 Bosper 99 Brant 99 Breeley 99 Hall 99	3.2 4.3 1.4 8.4 27.1	.0035 .0012 .0069		5.6 9.2 1.8 14.8 51.4	1.0 .4 1.9	1.9	10.99 28.02 29.66	89.01 71.98 70.34	486 430 1,394	.0013 .0012 .0039	105	72 121 57	1,122 594 1,456 833 1,010	623 883 2,008	.0010 .0014 .0032	592 2,413 1,073	592 2,426 1,074	.0013 .0027 .0032	2 2
lamiiton. 99 Iarian. 96 Iayes. 99 Iitchcock. 99 Iolt. 99	12.2 9.0 3.6 7.3 16.5	.0073 .0029 .0059		22.6 15.6 5.0 10.0 6.9	2.2 .9 1.8	1.8	18.21 6.38 25.07	81.79 93.62 7 74.93	830 151 1,283	.0023	29	62 69 57	852 751 496 1,006 955	1,499 387 1,930	0024 0 .0006 0 .0030	664 455 1,093	665 455 1,094	.0033	8 8
looker 99 loward 99 lefferson 98 lohnson 98 Kearney 99	1.1 10.0 16.4 9.2 8.1	.0082 .0134 .0075	37.7		2.5 4.3 2.4	2.5 4.3 2.4	23.58 36.03	76.42 3 63.97 3 73.57	1,307 3,436 1,462	.0036	70 258 110	63 54 51	1,205 888 981 1,026 991	2,123 6,569 2,553	3 .0033 9 .0104 2 .0040	849 1,532 1,052	849 1,534 1,052	.0038	5
(elth 99 (eyapaha 99 (imball 99 (nox 99 ancaster 98	6.7 3.2 4.7 19.1 100.3	.0026		6.3 4.1 4.9 17.2 117.6	1.1 4.5	1.1 4.4	15.54 31.84	4 84.46 4 68.16 8 75.23	232 1,171 2,384	.0006	2: 7: 17:	63 74 74	900	45 1,56 3,94	1 .0007 3 .0025 6 .0062	604 5 1,394 2 882	1 604 1 1,411 2 896	.0006	9 2 4
incoln	25.6 2.0 1.8 1.4 26.0	.0016 .0015 .0011		3.5 3.2 1.6	.5	.5	20.46 12.63 7.63		280 3 130 7 80	.0004	1	63 4 93 4 58	996 707 722	59 19 10	4 .0009 5 .0003 0 .0001	1,305 476 296	1,308 476 296	.000s .000s	9 5 3
Merrick. 99 Morrill. 99 Iance. 99 Iemaha 99 Iuckolls. 98	12.4	.0081 7 .0071 8 .0101	24.1	22.9 7.0 19.5 31.8 21.8	2.2 2.1 3.3	2.1 2.1 3.3	29.4 29.9 30.4	5 70.5 3 70.0	1,661 1,533 2,231	.004	12 6 18	5 71 5 51 4 54	885 814 874	2,93 2,99 4,61	0 .0040 3 .0047 9 .007	6 1,33 7 1,41 3 1,39	2 1,369 5 1,410 4 1,399	005 004 007	2
Otee	9.4	.0077		21.9	2.5	2.5	22.2	4 77.7	1,210	.003	9 8	6 54 4 54	935	2,27 1,42	9 .002	92 3 1,04	7 92 8 1,04	7 .004 8 .003	10

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Kansas City

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N E B R A S K A—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		ECTIVE B			SAL MANA ME MAR CONT	NT KET
	Total 1930	% of U.S.A.	% Urban	Density per sq. mi.	Fami- lies	White Families	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938– 1937	Regis- tration Per M Fami- lies	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Pierce99	11.1	.0090		19.2	2.6	2.6	31.67	68.33	1,810	.0050	103	55	976	2,856	.0045	1,093	1,093	.0050	56
Platte 99 Polk 99 Redwillow 99 Richardson 99 Rock 99	21.2 10.1 13.9 19.8 3.4	.0172 .0082 .0113 .0161 .0027	32.5 48.2 29.1	23.5 19.2	2.6 3.4 5.0	4.7 2.6 3.4 5.0	21.31 46.00 38.05	61.95	5,827 1,721 4,238 4,475 629	.0162 .0048 .0118 .0124 .0017	255 83 215 272 49	55 60 56	1,040 908 859 939 935	3,586 6,664 6,690	.0057 .0105 .0106	1,295 1,385 1,957 1,335 994	1,385 1,963	.0049 .0112 .0124	76 60 99 77 67
Saline 98 Sarpy 99 Saunders 99 Scotts Bluff 99 Seward 98	16.4 10.4 20.2 28.6 15.9	.0133 .0085 .0164 .0233 .0129	17.5 13.3 38.3 17.1	43.3 26.7 39.6	2.4 5.2 6.5	4.6 2.4 5.2 6.0 4.0	20.27 23.36 50.30	79.73 76.64	1,036 3,633 9,686	.0080 .0029 .0101 .0269 .0073	220 127 289 778 158	60 65 63	1,050 829 1,034 1,271 961	5,938 2,232 6,508 12,590 4,805	.0035 .0103 .0199	1,299 917 1,243 1,945 1,198	918 1,243 2,033	.0043 .0118 .0291	51
Sheridan 99 Sherman 99 Sioux 99 Stanton 99 Thayer 98	10.8 9.1 4.7 7.8 13.7	.0088 .0070 .0038 .0064 .0111		4.4 15.9 2.3 18.1 23.7	2.6 2.2 1.1 1.9 3.5	2.6 2.2 1.1 1.9 3.5	23.73 6.65 15.38	93.35 84.62		.0075 .0031 .0006 .0026	241 46 70 31 129	49 80 43	877 819 429 678 966	1,944	.0015	1,450 1,080 863 1,043 1,106	1,080 879 1,043	.0031 .0019 .0024	38
Thomas 99 Thurston 99 Valley 99 Washington 99 Wayne 99	1.5 10.5 9.5 12.1 10.6	.0012 .0085 .0078 .0099 .0086	23.0	2.1 27.0 16.7 31.8 23.5	2.4 3.0	1.9 2.4 3.0 2.6	29.41 24.01	70.59 75.99	1,626 2,010	.0008 .0040 .0045 .0056	98 93 181	90 62 66	984 835 913 991 905	2,332 3,918	.0042 .0037 .0062	1,168 975 1,278	1,274 975 1,279	.0043	52 55 72
Webster 98 Wheeler 99 York 99	10.2 2.3 17.3	.0083 .0019 .0140	33.1	17.7 4.0 30.0		2.7 .5 4.4	17.29	82.71	149		18	69	836 564 985	304	.0005	600	600	.0008	32
STATE TOTAL.	1,378.1	1.1224	35.2	17.9	343.0	337.3	48.28	51.72	337,309	.9369	22,150	64	1 942	561,321	.8871	1,637	1,652	.9919	88

For Nebraska City figures, see page 161

KANSAS

Ailen	21.4 13.4 24.0 10.2 19.8	.0174 .0109 .0195 .0083 .0165	45.4 20.7 54.3 43.2	42.1 23.1 58.1 9.0 22.2	6.0 3.6 6.3 2.6 4.9	3.6 5.7 2.8	27.05 §57.28	72.95 [42.72 63.15	4,842 2,596 5,814 2,696 8,089	.0134 .0072 .0161 .0075 .0225	143 284 202	51 80 54 58 57	775 \$ 860 758 1,067 1,530	7,111 3,784 10,067 3,263 9,920	.0112 .0060 .0159 .0052 .0156	1,185 1,042 1,605 1,255 2,044	1,205 1,049 1,689 1,268 2,083	.0118 .0069 .0156 .0077 .0263	68 63 80 93 159
Bourbon. 105 Brown. 105 Butler. 107 Chase. 105 Chautauqua 105	22.4 20.6 35.9 7.0 10.4	.0182 .0167 .0292 .0057 .0084	48.0 35.7 39.9	34.1 36.0 25.0 9.0 15.9	9.4	5.8 5.2 9.2 1.7 2.7	30.19	69.81 50.93 76.22		.0150 .0103 .0253 .0037 .0058	210 732 64	62 50 60 42 67	811 804 933 826 709	8,724 8,076 13,693 2,180 2,792	.0138 .0128 .0216 .0034 .0044	1,484 1,459 1,216	1,467 1,529 1,473 1,246 1,023	.0136 .0113 .0283 .0035 .0055	75 68 97 1 61 65
Cherokee 104 Cheyenne 105 Clark 107 Clay 105 Cloud 105	31.5 7.0 4.8 14.6 18.0	.0258 .0057 .0039 .0119 .0147	39.7 30.1 32.1	52.0 6.9 4.9 22.8 25.6	1.6 1.2 4.0	1.6 1.2 4.0	23.49 32.29 38.71	76.51 67.71 61.29	1,530 1,181	.0137 .0042 .0033 .0103 .0131	347 92 83 211 323	47 61 41 57 51	739 807 895 932 1,008	7,461 1,552 1,625 5,814 7,155	.0118 .0025 .0026 .0092 .0113	905 972 1,381 1,455 1,495	917 972 1,384 1,460 1,497	.0145 .0038 .0034 .0102 .0137	# 57 67 87 86 93
Coffey 105 Comanche 107 Cowley 107 Crawford 105 Decatur 105	13.7 5.2 40.9 49.3 8.9	.0111 .0043 .0333 .0402 .0072	57.0 36.7	21.2 6.6 36.1 81.5 10.0	1.3 11.0 13.4	1.3 10.6 13.1	33.76 57.40 66.71	66.24 42.60 33.29	1,556 11,584 11,117	.0086 .0043 .0322 .0309 .0049	90 673 675	55 51 52 63 61	852 960 855 851 819	4,241 1,553 20,497 24,434 2,645	.0067 .0025 .0324 .0386 .0042	1,123 1,215 1,872 1,824 1,159	1,217 1,909 1,848	.0075 .0038 .0332 .0349 .0049	68 88 100 87 68
Dickinson 105 Doniphan 105 Douglas 105 Edwards 107 Elk 107	25.9 14.1 25.1 7.3 9.2	.0211 .0115 .0205 .0059 .0075	39.3	37.2	3.6 7.2 1.9	6.6	22.65 51.43 34.32	77.35 48.57 65.68	1,995 8,625 1,831	.0167 .0056 .0240 .0051 .0034	111 455 77	55 61 60 37 62	1,041 806 948 972 813	10,079 3,322 13,457 2,737 2,148	.0159 .0053 .0213 .0043 .0034	931 1,877 1,453	1,514 958 1,971 1,473 881	.0056	

Sh Sta Sta Sta

K A N S A S—(Continued)

COUNTY		P (In Thous	OPULA ands, e		sity)		TYPE		RETAIL S 1938 S. M. EST			O SALI 1938	ES,		CTIVE B			SALI MANA MEN MARI CONTE	NT KET
	Total 1930	% of U. S. A.	% Urban	Density per aq. ml.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	W. S. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars in thousands	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- Ing Power Index
Ellis	15.9 10.1 11.0 20.7 22.0	.0130 .0083 .0090 .0168 .0179	48.7	17.7 14.0 8.6 19.1 37.6	3.1 2.5 2.6 5.0 6.2	3.1 2.4 2.4 4.8 5.9	38.59 46.90 50.33 59.67 38.68	53.10 49.67 40.33	4,500 2,706 3,872 7,419 5,763	.0125 .0075 .0108 .0206 .0160	411 172 236 270 267	53 51 56 47 60	1,168 1,068 909 887 872	4,673 5,091 5,085 9,977 8,819	.0074 .0080 .0080 .0158 .0139	1,497 2,063 1,945 2,005 1,433	2,018	.0138 .0081 .0104 .0168 .0146	106 98 116 100 82
Geary	14.4 5.6 7.8 3.1 6.2	.0117 .0046 .0063 .0025 .0051		36.8 5.2 8.7 5.3 7.2	3.4 1.3 1.9 .7 1.4	3.2 1.3 1.7 .7 1.4	21.45 19.93 12.69	80.07 87.31	3,136 936 1,148 739 955	.0087 .0026 .0032 .0021 .0027	328 86 51 35 46	72 62 54 59 37	963 980 553 636 901	6,504 1,337 1,648 893 1,374	.0021 .0026 .0014	1,887 1,051 887 1,200 996		.0120 .0031 .0028 .0018 .0024	103 67 44 72 47
Greeley	1.7 19.2 3.3 12.8 22.1	.0027		3.4 16.0	5.1 .8 3.4 5.7	.4 5.1 .8 3.3 5.4	37.06 31.18	71.20 62.94 68.82	4,164 948 3,792	.0010 .0116 .0026 .0105 .0199	35 289 60 239 520	61 48	698 865 804 961 1,140	424 6,635 966 5,771 10,878	.0105 .0015 .0091	984 1,307 1,162 1,710 1,921	993 1,310 1,185 1,720 1,968	.0012 .0124 .0024 .0107 .0214	79 89 103
Haskell 107 Hodgeman 107 Jackson 105 Jefferson 105 Jowell 105	2.8 4.1 14.8 14.1 14.5	.0115		4.9 4.8 21.9 26.0 16.1	1.0 4.0 3.8 4.0	3.7	18.15 16.08	87.15 81.85 83.92	554 2,098 1,969	.0011 .0015 .0058 .0055 .0060	30 16 98 97 145	54 54	786 733 796 800 730	605 855 3,965 3,815 3,340	.0014 .0063 .0060	953 872 981 1,002 838		.0012 .0012 .0057 .0055 .0063	35 48 48
Johnson. 105 Kearny. 107 Kingman 107 Kiowa 107 Labette 105	27.2 3.2 11.7 6.0 31.4	.0026 .0095 .0049	13.4 23.5 47.5	3.7 13.5 8.3	7.3 .8 2.9 1.5 8.4	7.1 .8 2.9 1.5 7.9	26.00 28.80	77.87 74.00 71.20		.0146 .0016 .0093 .0040 .0219	454 37 219 74 378	69 46 38	937 760 1,083 978 808	9,254 739 4,129 1,408 13,223	.0012 .0065 .0022	945 1,406 964	1,413 967	.0016	62 98 67
Lane 105 Leavenworth 105 Lincoln 105 Linn 105 Logan 105	3.4 42.7 9.7 13.5 4.1	.0079		4.7 97.0 13.5 22.1 3.8	.8 8.8 2.4 3.8 1.0	7.9 2.4 3.7	54.01 24.05	45.99 75.95 74.06	7,729 1,422 2,666		144	56 43 73	968 744 923 747 942	1,038 15,375 2,075 3,758 1,792	.0243 .0033 .0060	1,750 872 998	1,850 873 1,010	.0238	68 57 64
Lyon	29.2 23.6 20.7 23.1 6.8	.0192 .0168 .0188	26.0 17.4	21.8		5.1 6.0	45.11 29.01 34.53	54.89 70.99 65.47	7,264 4,897 5,487	.0245 .0202 .0136 .0152 .0036	316 269	51 52 56	892 1,299 1,062 943 874	8,865	.0194 .0105	2,042 1,286 1,467	2,046 1,297 1,471	.0135	124 80 77
Mlami	21.2 12.8 51.4 11.9 4.1	.0104 .0419 .0097	27.4 70.0 24.4	17.9 79.8		3.4 12.8 3.0	33.04 66.31 28.66	66.96 33.69 71.34	12,544 2,312	.0094 .0349 .0064	274 791 109	48 53 53	769 1,057 867 844 594	5,631 22,510 3,727	.0089	1,680 1,615 1,223	1,681 1,694	.0108 .0372 .0060	8 104 2 89 62
Nemaha 105 Neosho 105 Ness 105 Norton 105 Osage 105	18.3 22.7 8.4 11.7 17.5	.0185 .0068 .0095	45.3 23.6	7.7	4.6 6.2 1.9 3.0 4.8	5.9 1.9 3.0	38.03 21.76 29.77	61.97 78.24 70.23	4,222 1,482 2,594	.0117 .0041 .0072	329 76 133	60 43 56	847 875 989 837 806	3,045 4,547	.0138 2 .0048 7 .0072	1,420 1,599 1,507	1,449 1,604 1,508	.0142 .0043 .0071	2 77 3 63 1 78
Osborne 105 Ottawa 105 Pawnee 107 Phillips 105 Pottawatomie 105	11.6 9.8 10.5 12.1 15.9	.0080	33.6	12.9 13.8 14.2 13.7 19.1	2.8	2.8 2.4 3.2	28.32 30.87 23.51	71.68 69.13 76.49	2,004 2,576 2,306	.0056 .0072 .0064	129 122 132	32 40 55	869 947 987 834 852	3,113 4,603 4,06	.0049 .0073 .0064	1,111 1,879 1,259	1,114 1,907 1,261	.0057	7 71 9 80 6 67
Pratt 107 Rawlins 105 Reno 107 Republic 105 Rice 107	13.3 7.4 47.8 14.7 13.8	.0060 .0389 .0120	56.6	6.9 38.5 20.9	1.8 12.3 4.0	1.7 11.9 4.0	22.02 65.36 22.52	77.98 34.64 77.48	1,583 18,487 2,495	.0044 .0513 .0069	105 1,150 223	62 47 69	976 898 1,160 881 1,559	1,899 23,700 3,350	.0030 .0374 .0053	1,077 1,931 829	1,082 1,963 830	.0043 .0495 .0079	72 5 127 6 66
Riley. 105 Rooks 105 Rush 105 Russell 105 Saline 105	19.9 9.5 9.1 11.0 29.3	.0078 .0074 .0090		10.7 12.6 12.3	2.5 2.1 2.7	2.4 2.1 2.7	24.95 26.96 34.53	75.05 73.04 8 65.47	2,049 2,092 3,145	.0057 .0058 .0087	201 131 446	54 50 52	1,059 1,026 1,094 1,627 1,104	3,42 3,82 3,90	.0054 0 .0060 0 .0062	1,394 1,798 1,462	1,401 3 1,803 2 1,466	.0072 .0062 .0127	2 92 2 84 7 141
Scott 105 Sedgwick 107 Seward 107 Shawnee 105 Sheridan 105	4.0 136.3 8.1 85.2 6.0	.1110 .0066 .0694	81.5 65.5 75.5	12.6	36.2 1.9 22.3	34.5 1.9 20.1	82.4	2 17.58 4 40.56 1 17.99	57,158 3,264 30,057	.0091	3,703 140 1,612	64 60 61	900 999 825 953 637	88,04 3,32 55,71	1 .1391 8 .0053 3 .0880	2,43 1,76 2,49	1 2,498 5 1,778 7 2,648	.1635 .0072 .0851	5 147 2 109 1 12
Sherman 172 Smith 105 Stafford 107 Stanton 107 Stevens 107	7.4 13.5 10.5 2.1 4.6	.0110 .0085 .0018		15.3 13.1 3.1	3.7	3.7	19.83 29.45 20.94	80.17 5 70.55 4 79.00	2,143 2,826 466	.0060 .0078 .0013	12: 27: 21:	55 2 60 8 68	816 739 1,110 652 626	3,82 3,97 60	0060 3 .0060 8 .0010	1,04 3 1,50 1,20	6 1,040 0 1,511 9 1,201	.006	2 5 4 11 3 7
Sumner	29.0 7.3 6.5 10.8 2.9	.0060			1.8 1.4 2.8	1.6 1.4 2.7	36.05 25.75 20.5	2 63.98 9 74.21 5 79.48	2,214 1,262 1,483	.0061 2 .0035 2 .0041	14 8 12	4 59 0 59 6 83	1,000 991 847 814 783	3,04 1,75 2,52	2 .004 3 .002 6 .004	3 1,66 8 1,19 90	2 1,666 5 1,20 1 92	.006 0 .003 5 .004	1 10 5 6 9 5
Washington 105 Wichita 105 Wilson 105 Woodson 105 Wyandotte 105	17.1 2.6 18.6 8.5 141.2	.0021 .0152 .0069	36.0	17.0	4.9	4.9	20.9 36.6 28.9	7 79.03 2 63.31 3 71.03	518 3,08 7 1,319	0014 0086 003	4 21: 7 8	4 66 3 64 3 58	979 919 817 850 803	85 7 5,37 1,93	2 .001 4 .008 7 .003	3 1,50 5 1,08 1 85	3 1,51 3 1,09 9 86	6 .001 0 .009 1 .003	7 8 4 6 7 5
STATE TOTAL.	1,881.0	1.5321	38.	23.0	487.2	465.4	47.9	52.0	485,33	1.348	31,42	3 56	92	789,95	1.248	1,62	1 1,66	4 1.410	2 9

West North Central States—City Data

MINNESOTA

					POPUL	ATION				ES VOLU 9000 on		IN- COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		TIVE BU	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollars Per Family
Albert Lea Austin	Freeborn		48,000 48,055 25,000 55,000	10,189 12,276 7,202 10,221 8,308	43.74 34.78 39.90	.40 .48 .28 .40	98.7 99.9 99.5 99.8 100.0	2,627 3,031 1,649 2,537 1,652	6,300 7,322 4,190 4,961 1,978	.71 .83 .47 .56	2,982 2,514 2,661 3,090 686	50 77 35 40 26	5,025 6,000	113.4 139.1 94.1 108.1 106.9	6,683 7,244 3,298 5,310 5,290	.45 .49 .22 .36	2,544 2,390 2,000 2,093 3,202
Duluth. Duluth. Eveleth. Fairment. Faribault. Forgus Fails.	St. Louis	93	280,827 55,700 50,885 65,871	7,484 5,521 12,767 9,389	3.66 24.60 42.58	3.96 .2286 .29 .22 .50 .37	99.5 100.0 99.9 99.7 99.0	23,828 64,531 1,547 1,442 2,514 1,877	44,010 91,666 1,818 4,322 5,353 4,495	4.98 • .2548 .21 .49 .61	96,762 1,715 2,085 1,784	25 57 28	69,822 8,656	106.9 144.0 112.4	68,863 176,442 4,943 2,524 5,359 2,947	4.65 • .2789 .33 .17 .36 .20	2,890 3,195 1,750 2,132 1,570
Hibbling	St. Louis		50,000 105,839	15,666 14,038 464,356		.61 .55 18.11	99.8 98.9 98.9	3,461 3,539 117,200	7,294 9,700 240,235	.83 1.10 27.18	2,110 8,992 704,727	41 61 76	5,578 11,615 433,323	143.4	11,231 9,764 433,640	.76 .66 29.30	3,245 2,755 3,700
Minneapolie- St. Paul Owatonna Red Wing	Steele	95	2,531,708 18,474 46,395				99.3	600,954 1,940 2,462	4,180	* 2.3591 .47 .49	1,595 1,559			142.8 147.0	1,402,038 3,686 5,126	* 2.2157 .25 .35	1,90
Rochester St. Cloud	Olmstead Benten-Sherburne		65,000		1	.80	99.8	4,489	10,688		4,290 6,302		11,065 8,671		13,503 9,933	.91 .67	3,000
St. Paul	Stearns Ramsey		76,000 365,830			10.59	99.7 98.2	4,521 67,745	147,963	16.74	180,334	72	204,880	157.5	233,382	15.77	3,44
Minneapolis South St. Paul Thief River Falls	DakotaPennington	95	2,531,700 37,000				99.2 99.6	600,954 2,346 1,031	849,339 4,311 3,807	* 2.3591 .49 .43	103,818	50 45		118.2	1,402,038 5,759 2,380	* 2.2157 .39 .16	2,450 2,300
Virginia	St. Louis		50,900 114,813		59.33	.81	99.8 99.9 99.5	2,810 5,495 969	10,878	.76 1.23 .42	1,776 6,725		15,841	106.9 130.7 125.3	9,029 12,358 1,904	.84	3,21; 2,24 1,96

For Minnesota County figures, see page 146

IOWA

Ames Story. Boone Boene Burlington Des Moines Burlington. Cedar Rapids Linn Cedar Rapids Clinton Cinton Clinton	87	25,000 52,009 166,109 149,150	10,281 11,886 26,755 56,097	70.11 68.13	.42 .48 1.08 * .1350 2.27 * .1215 1.04	99.4 99.6 98.6 98.5	2,815 3,275 7,514 44,724 15,317 39,702 6,993	5,294 5,060 10,284 39,164 25,053 49,722 10,253	.76 .72 1.47 * .1087 3.59 * .1381 1.47	2,976 1,733 13,164 34,425	49 52 51 65	4,033 17,802 42,279	144.7 162.8	6,435 6,052 21,813 84,514 54,820 102,073 22,252	.50 .47 1.69 * .1336 4.25 * .1613 1.72	2,286 1,848 2,903 3,579
Clinton, Davenport, Ia.; Moline— Rock Island, III Council Bluffs Pottawattamie Davenport Scott Davenport—Clinton, Ia.; Moline—	89	284,526 101,430 395,094	42,048 60,751		* .2318 1.70 2.46	97.7 98.3	75,809 10,826 16,645	90,907 14,700 26,468	* .2524 2.10 3.79	9,600 43,913	43 67	15,210 36,627		185,122 28,840 58,258	* .2925 2.24 4.52	2,664 3,500
Rock Island, III. Des Moines Polk Des Moines Dubuque Dubuque Dubuque Webster.	100	284,528 1,034,418 237,186 234,000	41,679	82.48 68.09	* .8426 1.69 * .1934	95.9 99.7 98.3	75,809 38,078 267,861 10,435 59,508 5,605	90,907 73,080 280,998 17,162 60,566 12,383	* .2524 10.46 * .7806 2.46 * .1681 1.77	114,100 17,241 14,861	78 54 49	288,124 29,793 13,297	123.5	185,122 143,859 500,771 31,545 102,871 15,268	* .2925 11.15 * .7914 2.45 * .1626 1.18	3,778 3,023 2,724
Fort Madison Lee lowa City Johnson Keokuk Lee Marshalltown Marshall Mason City Cerre Gorde Mason City		33,887 55,000 81,972 81,636	13,779 15,340 15,106 17,373 23,304		.56 .62 .61 .70 .94	95.1 99.0 94.4 97.9 96.5	3,462 4,201 4,161 4,702 5,718 21,099	3,769 9,938 5,446 7,273 11,560 25,238	.54 1.42 .78 1.04 1.85 * .0701	1,165 2,080 2,760 7,256 10,580	51 50 45 44 57	7,359 5,918 10,298 17,735	126.1 148.3	8,811 10,603 10,344 11,031 15,919 42,066	.68 .82 .80 .86 1.23	2,545 2,524 2,486 2,346 2,784
Muscatine Muscatine Newton Jasper . Oskaloosa Mahaska Ottumwa Wapello . Sieux City Woodbury .		79,805 32,000 50,000 40,480 630,287	16,778 11,560 10,123 28,075 79,183	69.36	.68 .47 .41 1.14 .0330 3.20 .5135	99.5 98.5 98.3 98.4	4,896 2,991 2,873 7,505 10,830 19,975 150,602	7,646 5,003 4,647 10,033 11,295 29,772 154,836	1.09 .72 .67 1.44 * .0314 4.26 * .4302	119,064	41 53 36 47 54	7,531 5,321 13,812 93,574	124.8 118.9 136.3	12,064 6,293 5,620 19,993 26,070 68,714 271,384	.94 .49 .44 1.55 • .0412 5.33 • .4292	3,440
Spencar Clay Waterloo Black Hawk. *% of U. S. A.	92	63,500 137,492	46,191		.20 1.87 • .1119	99.4 97.1	1,399 11,936 35,048	4,733 21,672 43,227	3.10 * .1202	2,357 14,806	70 63	33,075	141.2 133.3	3,302 36,297 72,034	.26 2.81 • .1139	2,360 3,041

For Iowa County figures, see page 148

MISSOURI

Cape Girardeau	Cape Girardeau Pemiscot		135,696 31,031 111,420 25,000	16,227 4,781 14,967 22,761 15,296	48.87 12.82 45.07 67.96 3.25	.45 .13 .41 .63 .42	94.0 76.9 84.6 91.1 94.4	3,987 1,246 4,187 6,010 4,105	7,181 2,228 7,690 6,883 6,465	.76 .23 .81 .72 .68	3,233 2,286 2,893 1,449	36 30 43 32 55	8,856 7,664 7,252	26.5 133.1	7,647 1,371 8,219 11,569 13,239	.42 .07 .45 .63	1,918 1,100 1,963 1,925 3,225
Jefferson City Joplin Joplin *% of U. S. A.	Cole Newton-Jasper	104	146,200 200,074	21,598 33,454	70.00	.60 .92 • .1628	89.8 97.4	4,355 9,289 51,571	8,125 15,086 37,511	.86 1.59 • .1042	2,370 21,578	46 37	39,012	142.7 90.0	9,198 18,912 65,370	.50 1.03 • .1033	2,112 2,036

[160]

SALES MANAGEMENT

Kans Maph Mob St. C St. J St. St. L St. St. Seda Sprir

> Bisma Devils Fargo Gra

Mand Minot *% of

Mitch Rapid Sioux Siou Water *% of

Fremc Grand Hastin Kearn Lincol Lincol Norfol North Omah Scotts *% of

Arkar Atchi Chan Coffe Dodg El Do Empo

Kans Lawr Leave Mani Newt Parso Pittsi

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M I S S O U R I—(Continued)

					POPUL	TION				S VOLU		COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollar Per Family
Kansas City Kansas City Maplewood Moberly	Jackson. St. Louis Randolph.	105	2,327,576 30,325	399,746 12,657 13,772	5.98	11.02 * 1.8963 .35 .38	89.5 99.0 92.6	108,641 613,540 3,308 4,028	210,593 623,973 6,540 3,615		653,589 564 2,266	73	700,018 5,861		357,972 1,076,854 10,169 8,282	19.56 * 1.7017 .56 .45	3,20
st. Charles St. Joseph St. Joseph St. Louis St. Louis St. Louis St. Louis Sedalia Springfield	St. Charles Buchanan Pettis Greene	106 102 103	10,491 213,000 2,835,162 20,806 368,588	821,960	60.02	.29 2.23 * .1738 22.65 * 2.3092 .57 1.59 * .3001	94.7 94.4 88.5 89.6 96.9	2,661 20,984 56,498 214,855 718,320 5,713 15,641 92,771	3,086 26,124 46,242 294,257 671,189 6,739 21,529 55,571		3,635 27,550	43 74 29	66,530 583,517 49,168	128.4	5,620 49,480 79,736 692,915 1,407,672 7,570 29,843 90,244	2.70 * .1259 40.30 * 2.2249 .41 1.63	1,3
University City Webster Groves % of U. S. A.	St. Louis St. Louis			25,809 16,487		.71 .45	99.3 94.1	6,765 4,031	6,104 6,870		853	148 193			23,488 13,492		3,4

For Missouri County figures, see page 150

NORTH DAKOTA

	15				-							1 6				
Bismarck. Devils Lake Fargo Grand Forks-	Burleigh	100,042	11,090 5,451 28,619	56.10 33.57 58.72	1.63 .80 4.20	98.2 96.1 99.6	2,446 1,246 6,612	8,260 4,225 17,158	5.57 2.85 11.57	6,280 1,705 34,904	82 59 84	6,860 28,863	101.5	7,240 2,492 17,720	3.08 1.06 7.54	2,960 2,000 2,680
Fargo	Grand Forks 96	679,339	17,112	53.55	.5532 2.51	99.7	144,883 3,982			8,354	59	20,349	116.8	236,730 10,413	* .3741 4.43	2,615
Forks	Stutsman96	679,339 80,000	8,187	31.37	* .5532 1.20	99.8	144,883 1,930		* .4109 2.97	2,535	55		77.6	236,730 3,250	* .3741 1.38	1,684
Mandan Minot *% of U. S. A.	MortonWard	60,000 122,000	5,037 16,099	25.64 47.91	.74 2.36	99.7 98.6	1,127 3,612	1,945 8,761	1.31 5.90	809 8,211	61 55	3,025	108.8 105.5	1,899 9,698	.81 4.13	1,685 2,685

For North Dakota County figures, see page 154

SOUTH DAKOTA

Aberdeen Huron Mitchell Rapid City Sloux Falls	Brown Beadle Davison Pennington Minnehaha	125,000 47,943 133,018 53,131	16,465 52. 10,946 47. 10,942 65. 10,404 51. 33,362 65.	79 1.58 02 1.58 81 1.50	99.9 99.2 99.4 97.6 99.5	4,035 2,730 2,663 2,747 8,223 73,933	8,484 4,470 5,862 8,534 17,410 71,032	5.85 3.08 4.04 5.88 12.00	10,085 2,150 2,852 3,111 25,121	57 45 39 56 67	11,752 7,606 10,436 9,085 38,978	98.8 122.8 118.4	10,249 4,827 6,990 6,249 24,669 127,092	4.10 1.93 2.80 2.50 9.87 * .2006	2,540 1,768 2,625 2,275 3,000
Sioux Falls Watertown*% of U. S. A.	Codington	94 319,193 78,500	10,214 58.		99.9	73,933 2,462	71,032 5,372	* .1974 3.70	3,140	39	5,940	110.3	127,092 6,185	* .2006 2.47	2,512

For South Dakota County figures, see page 155

NEBRASKA

Beatrice	Gage	46,143	10,297	34.05	.75	99.2	2,789	4,858	1.44	5,482	42	5,633	126.4	5,480	.98	1,965
Columbus	Platte	35,000	6,898	32.57	.50	99.9	1,709	4,048	1.20	2,309	56		114.0	2,435	.43	1,425
Fremont	Dodge	40,000	11,407	45.14	.83	99.4	3,147	5,392	1.60	2,380	38	8,381	148.3	4,831	1.60	1,535
Hastings	Hall	94,217	18,041 15,490	66.53 58.97	1.31	98.5 99.1	4,540 3,979	8,932 6,172	2.65 1.83	12,940 5,850	44 40	13,168 8,775	132.5 120.4	8,967 7,759	1.38	1,975
Kearney	Buffalo	53,083	8,575	35.23	.62	99.7	2,268	4,473	1.33	2,093	30		139.0	3,549	.63	1,565
Lincoln	Lancaster9	265.394	75,933	75.69	5.51 • .2166	98.3	20,161 68,462	33,725 63,687	10.00	30,594	59	79,827	169.9	44,354 108,732	7.90	2,200
Norfolk	Madison	110,000	10,717	41.16	.78	99.7	2,772	5,108	1.51	5,000	42	6,476	134.2	4,444	.79	1,603
North Platte	Lincoln	50,746	12,061	47.06	.88	96.5	2,749	6,407	1.90	2,195		5,098	107.4	5,361	.96	1,950
Omaha	Douglas		214,006	91.84	15.54	94.3	54,603	84,872	25.16	332,579	81	169,862	162.8	152,888	27.24	2,800
omaha		9 1,285,679			* 1.0468		317,819	317,073	* .8806					534,549	* .8446	
Scottsbluff* *% of U. S. A.	Scotts Bluff	54,452	8,465	29.55	.61	92.8	1,964	5,642	1.67	2,801	54	7,162	110.8	4,010	.71	2,042

For Nebraska County figures, see page 156

KANSAS

Arkansas City	Cowley. Atchison. Neosho. Montgomery. Ford.	59,543 25,724 30,000 40,000 93,436	13,946 13,024 10,277 16,198 10,059	34.10 54.37 45.34 31.50 48.72	.74 .69 .54 .86	93.0 87.3 91.3 86.9 97.2	3,868 3,633 2,903 4,409 2,557	5,436 5,070 3,261 5,922 6,093	1.12 1.04 .67 1.22 1.26	2,824 4,950 772 2,805 3,910	49 41 39 40 50	5,757 6,310 4,766	116.4 109.5 129.7 120.1 111.1	8,045 6,529 4,505 7,967 5,735	1.02 .83 .57 1.01 .73	2,080 1,797 1,552 1,807 2,243
El Dorado Emporia. Fort Scott Hutchinson. Independence.	Butler Lyon Bourbon Reno Montgomery	35,000 61,040 25,000 74,754 40,000	10,311 14,067 10,763 27,085 12,782	28.76 48,10 48.08 56.67 24.87	.55 .75 .57 1.44 .68	97.3 92.8 93.0 95.0 90.4	2,737 3,875 2,989 7,087 3,592	5,343 7,584 4,242 13,380 4,420	1.10 1.56 .87 2.76 .91	1,495 4,593 1,800 32,072 1,405	55 55 38 54 40	7,040 30,840	115.6 141.3 131.2 134.2 120.1	4,522 8,626 4,911 15,506 6,886	.57 1.09 .62 1.96 .87	1,652 2,226 1,643 2,188 1,917
Kansas City Lawrence Leavenworth Manhattan Newton	Wyandotte Douglas Leavenworth Riley Harvey	151,458 40,000 45,000 40,000 35,000		40.92 50.98	6.46 .73 .93 .54	81.3 88.8 87.3 95.2 91.5	31,618 4,040 5,051 2,828 2,950	28,187 7,164 6,482 5,400 4,742	5.81 1.48 1.34 1.11 .98	40,902 2,420 1,705 1,728 1,090	36 56 45 51 62	20,921 5,443 6,589	160.4 101.8 160.8 141.7	64,026 8,553 10,506 6,326 6,351	8.10 1.08 1.33 .80	2,025 2,117 2,080 2,237 2,153
Parsons Pittsburg. Salina Topeka Wichita Wichita	Labette Crawford. Saline. Shawnee. Sedgwick. 107	29,905 98,145 57,155 349,752 647,168	18,145 20,155 64,120 111,110	36.78 68.71 75.26	.79 .96 1.07 3.40 5.89	89.8 97.6 95.8 88.3 93.9	3,960 5,200 5,274 17,424 29,938 165,250	5,364 7,230 11,120 26,150 51,878 190,197	1.11 1.49 2.29 5.39 10.69 * .5283	7,600 6,482 27,294 20,728 76,660	41 46 53 63 62	5,439 12,447 69,595 170,968	110.1 155.1 157.2	6,613 10,676 13,470 48,090 80,833 278,810	.84 1.35 1.71 6.09 10.23	1,870 2,053 2,554 2,760 2,790

For Kansas County figures, see page 158

West South Central States—County Data

ARKANSAS

				nsity)				1938			O SAL 1938	.ES,					MANA MEN MARI	AGE- NT KET
Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	1938-	Per M	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
22.3 25.2 9.5 35.3 14.9	.0205 .0078 .0288	11.1	26.8 16.2 40.2	9.1	9.1	23.83 14.21 24.36	76.17 85.79 75.64	2,810 735 4,764	.0078 .0021 .0132	101 37 260	43 69 79	527 225 288 491 525	5,163 3,952 1,722 8,000 3,530	.0063 .0027 .0126	971 680 781 878 988	1,113 951 781 881 988	.0110 .0065 .0022 .0131 .0065	32 28 45
17.5 9.8 15.8 22.7 24.9	.0080 .0129 .0185	12.9	15.5 24.7 37.3		2.7 1.4 3.9 2.0 4.0	16.08 22.72 14.02	83.92 77.28 85.98	1,650 2,477	.0046	39 76 125	103 73 55	293 186 351 222 326	2,911 1,425 2,767 5,435 4,788	.0044	730 683 713 889 861	900 829 714 1,439 1,027	.0050 .0018 .0044 .0074 .0087	23 34 40
27.3 11.4 12.7 27.3 22.0	.0093 .0103 .0223	11.0		2.6 2.8 6.2		14.46 10.71 16.61	85.54 89.29 83.39	1,004 786 2,581	.0028 .0022 .0072	42 34 270	53 71 132	275 271 196 277 220	4,102	.0065	858 832 601 666 922	858 832 710 891 1,085	.0028 .0022 .0092	21 41
44.7 22.6 39.7 25.7 14.6	.0184 .0323 .0209	13.6	38.0 68.2 41.6	10.6	2.0 3.3	19.46 10.18 14.55	80.54 89.82 85.45	2,477 5,047 2,980	.0069 .0140 .0082	99 190 105	53 55 49	179	6,251 3,908	.0062 .0099 .0062	1,796 759 589 636 720	781	.0060 .0113 .0066	33 35 32
	.0162 .0231 .0129	15.4	23.5	4.7 8.1 3.5	2.4 5.4 3.4	16.74 17.70 22.21	83.26 82.30 77.79	1,870 3,353 1,325	.0052 .0093 .0037	101 138 7 58	54 5 57 8 77	281 325	3,105 6,275 1,876	.0049 .0099 .0030	659 1,024 534	909 1,102 541	.0051 .0088 .0032	31 38 2 25
9.8 26.1 30.8	.0080 .0213 .0251	22.8	15.4 8 46.6 4 42.4	2.1 5.9 7.1	1.9 5.9 4.1	19.55 23.94 21.53	5 80.45 4 76.06 3 78.47	650 6 3,230 7 3,759	.0018 .0090 .0104	35 121 186	5 51 1 56 6 50	340 288 256	1,138 6,253 5,861	.0018 .0099 .0093	541 1,065 828	566 1,065 1,087	.0018 .0084 .0098	23 39 39
24.2 12.9 27.9	.0197 .0105 .0227	18.5	22.1	5.4 2.9 6.1	5.2 2.9 4.8	23.63 10.31 17.35	3 76.37 1 89.69 5 82.65	7 2,842 9 700 5 3,054	.0079 .0019 .0085	9 162 9 23 5 144	2 67 3 48 4 71	279 171 238	4,676 2,153 4,911	.0074 .0034 .0078	862 734 808	884 739 913	.0079 .0022 .0079	9 40 2 21 9 35
16.9 21.7 26.6	.0138 7 .0177 6 .0217	15.9 7 16.2	9 32.3 36.6 2 44.3	4.2 4.8 8 6.9	2 2.0 8 4.7 9 2.1	13.26 18.13 8.56	6 86.74 3 81.87 6 91.44	1,430 7 1,795 4 2,210	.0040 5 .0050 0 .0061	0 89 0 117 1 84	9 77 7 55 4 61	204 286 138	3,087 5,614 4,866	7 .0049 4 .0089 8 .0077	742 1,160 701	1,039 1,177 1,153	.0045 .0067 .0061	5 33 7 38 1 28
24.1 33.8 13.3	.0196 8 .0275 3 .0108	13.4	41.8	2 5.3 7.8 9 3.0	5.2 5.2 3.0	33.63 2 11.43 16.34	3 66.37 3 88.57 4 83.66	7 2,681 7 3,426 6 636	.0075 6 .0095 6 .0018	5 121 5 183 8 40	6 62 2 70 0 82	368 245 233	3,971 8,130 1,991	.0063 0 .0123 1 .0031	755 1,042 659	764 1,289 659	.0068 .0105 .0023	8 35 5 38 3 21
69.3 20.6 10.8	3 .0564 6 .0166 8 .0086	18.2 6 14.7	2 87.5 7 34.2 13.7	5 16.6 2 5.1 7 2.4	9.5 1 2.2 4 2.4	19.59 2 21.50 4 12.02	9 80.41 0 78.50 2 87.98	1 11,356 0 2,044 8 656	8 .0315 4 .0057 6 .0018	5 555 7 65 8 15	2 51 5 49 9 58	152 137	30,382 2 4,002 7 1,632	2 .0480 2 .0063 2 .0026	1,836 782 684	2,417 2 1,155 4 689	.0361 .0051 .0018	1 64 1 31 8 21
29.9 7.7 40.7	9 .0244 7 .0063 7 .0331	4 24.3 3 31.4	3 40.8 13.9 4 58.8	8 6.9 9 1.7 8 11.3	9 4.0 7 1.6 3 3.1	50.28 8.93 1 35.15	8 49.72 3 91.07 5 64.88	2 4,713 7 361 5 5,886	3 .0131 8 .0010 6 .0163	1 22 0 1: 3 20:	9 50 3 62 3 52	356 244 207	6,145 1,446 7 10,964	5 .0097 8 .0023 4 .0173	892 8 873 8 968	2 1,171 3 900 8 1,638	.0116 0 .0013 8 .0147	6 48 3 21 7 44
14.9 26.5 15.2	9 .0121 5 .0216 2 .0124	1 20.9 6 21.2	9 17.6 2 32.1 22.9	6 3.6 1 6.0 9 3.5	8 3.6 0 5.7 5 2.7	8 25.10 7 27.82 7 16.14	0 74.90 2 72.18 4 83.80	0 1,995 8 3,115 6 1,39	2 .0059 9 .0087 1 .0039	5 9: 7 9: 9 6:	2 66 8 49 6 63	341 291 220	2,403 1 5,923 0 2,566	3 .0038 7 .0094 8 .0041	988 1 724	672 8 1,019 4 842	2 .0047 9 .0077 2 .0038	7 39 7 36 8 31
33.4 15.7 11.8	4 .0272 7 .0128 8 .0098	2 13.7 8 22.0	7 53.2 C 21.1 12.2	2 8.3 1 3.6 2 2.7	3 2.5 6 3.4 7 2.7	5 16.20 4 37.32 7 26.47	0 83.86 2 62.66 7 73.53	0 3,75 8 1,60 3 1,12	0 .0104 6 .004 0 .003	4 15	54 51 19 50 19 49 11 74 12 51	231 214 41 27 15	6,900 7 2,690 5 1,780	.0109 7 .0043 12 .0021	9 833 3 750 8 670	3 1,373 0 773 0 67	3 .0095 2 .004 1 .0036	9 36 11 32 10 31
16.4 10.7 8.0	4 .0134 7 .0087 0 .0085	4 17.5 75	9 28.6 17.6 13.1	6 3.8 6 2.5 1 1.7	8 3.4 5 2.5 7 1.7	4 18.93 5 9.58 7 7.93	81.00 8 90.4 92.00	1,30 12 76 18 30	3 .003 0 .002 0 .000	16 7 21 4 18 2	75 89 11 85 22 92	26 24 2 15	5 3,17 1 1,75 2 75	6 .0056 8 .0026 9 .001	840 8 70 2 440	0 89 7 70 0 44	0 .004 9 .002 0 .001	12 31 23 26 10 15
39.3 38.3 22.7	3 .0319 3 .0312 7 .0185	9 25.8 2 8.8 5	8 41.1 8 36.9 . 39.3	9 8.7 3 5.1	6 9.5 7 8.2 1 2.7	5 32.5 2 18.6 7 16.0	67.4 64 81.3 64 83.9	17 6,72 16 4,15 16 2,29	.018 8 .011 0 .006	38 5 16 4 9	80 85 82 81 84 58	50 26 3 18	8,14 6,93 1 3,62	.012 .011 .005	9 84 0 80 7 71	4 85 0 82 7 96	.017 .010 .010	72 54 33 33 57 3
	Total 1930 22.3 25.2 9.5 35.3 14.9 17.5 9.8 12.7 24.9 27.3 11.4 12.7 22.6 39.7 14.6 21.8 19.9 28.4 11.9 28.4 15.8 10.8 38.0 9.8 18.1 17.5 24.2 12.9 27.9 27.9 26.6 20.2 15.5 24.1 33.8 19.9 30.6 20.6 20.2 15.5 24.1 33.8 19.9 27.7 11.8 29.7 7.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 11.8 29.7 21.9 21.9 22.9 23.8 20.6 20.6 20.8 20.6 20.8 20.6 20.8 20.6 20.8 20.8 20.8 20.8 20.8 20.8 20.8 20.8	Total 1930 U. S. A. 22.3 .0182 .025 .007 .007 .007 .008 .0121 .0121 .0121 .0123 .0124 .0123 .0124 .01	Total 1930 U. S. A. Urban 22.3	Tetal 1930 U. S. A. Urban 22.3	Tetal 1930 U.S.A. Urban sq.mi. Families 22.3	Total 1930 U. S. A. Urban sq. ml. Families White Families 22.3 0.082 22.0 22.3 5.3 4.1 25.2 0.0205 11.1 26.8 5.8 2.9 9.5 0.078 0.0 40.2 9.1 9.	Total 1930 U. S. A. Urban sq. mi. Family per lies Family per l	Total	Total	Total 1930	Total	Total of 1830 U. S. A. Urban sq. mi. Fami- Fami Non Fami	Total	Total	Total Total	Trial	Type	Total

API

LOUISIANA

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST	1	AUT	O SAL 1938	.ES,		CTIVE B			SAL MANA MEI MARI CONTI	NGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. %. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	(in	U. %. A.	Per Fam-	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Acadia	39.3 15.3 18.4 16.0 34.9	.0320 .0124 .0150 .0130	28.9 20.8 20.5		8.5 3.5 4.2 3.6 7.6	6.7 2.4 2.4 2.0 5.4	31.88 57.80 28.55 23.21 13.02	42.20 71.45 76.79	6,220 1,890 1,728 1,547 2,777	.0052 .0048 .0043	449 128 161 104 207	53 64 83	517 328 375 398 368	2,435	.0154 .0053 .0052 .0038 .0071	1,146 964 768 676 589	1,165 1,022 905	.0187 .0057 .0061 .0045 .0085	58 46 41 35 30
Beauregard 160 Bienville 167 Bossier 167 Caddo 167 Calcasieu 160	14.6 23.8 28.4 124.7 41.9	.0119 .0194 .0231 .1016 .0342	43.7 14.1 61.4 46.1		3.3 5.2 6.9 31.5 9.8	16.3	64.98	78.99 35.02		.0074 .0080	139 257 3,113	50 59 59	297 253 389 771 850	4,570 75,528	.0047 .0085 .0072 .1194 .0422		1,061 3,296	.0049 .0077 .0095 .1308 .0444	41 40 41 129 130
Caldwell	10.4 6.1 12.4 32.3 12.8	.0085 .0049 .0101 .0263 .0104	16.8		2.2 1.3 2.8 7.1 3.5	1.2 1.6 3.3	11.29 14.90 13.36	88.71 85.10 86.64	3,556	.0007	118 45 403	82 45 78	337 462 228 359 197	832 1,669 6,136	.0022 .0013 .0026 .0097 .0035	651 597 863		.0034 .0027 .0027 .0135 .0036	40 55 27 51 35
DeSoto167 E. Baton Rouge 168 East Carroll167 East Feliciana168 Evangeline168	31.0 68.2 15.8 17.5 25.5	.0555 .0129 .0143	22.7	149.9 37.7	7.2 16.3 4.4 3.3 5.7	8.7 .9	76.91 12.69 12.82	23.09 87.31 87.18	22,551 1,798 1,132	.0626	2,126 76 105	90 46 65	279 929 189 308 285	32,317 3,289 2,364	.0085 .0511 .0052 .0037	1,984 755 719	2,692 1,376 1,207	.0747 .0047 .0041	38 135 36 29 30
Franklin	30.5 15.7 28.2 24.6 13.8	.0128 .0230 .0201	28.3			2.3 3.8 2.4	30.50 43.31 49.18	69.50 56.69 50.82	1,590 4,649 3,059	.0044	102 494 304	68 82 81	189 252 620 379 385	2,338 6,786 4,899	.0075 .0037 .0107 .0077 .0060	1,085 827	823 1,393 1,250	.0164	71 53
Jefferson166 Jefferson Davis.166 Lafayette166 Lafourche166 LaSalle167	40.0 19.8 38.8 32.4 11.7	.0161 .0316 .0264	20.4 37.6 13.7	27.1 139.2	6.5	3.4 5.6 5.2	35.21 29.57 41.4	64.79 70.43 58.56	3,876 7,685 5,477	.0108 .0214 2 .0152	32 42 41	7 69 7 72 3 75	537 589 463 499 348	4,474 10,382 5,099	.0164	1,254	1,157 1,539 882	.0116 .0199 .0149	72 63 56
Lincoln	22.8 18.2 14.8 23.7 38.5	.0148 .0121 .0193	22.4	27.5 22.8 28.5		2.9 1.1 2.2	12.14 27.71 33.83	87.86 72.29 8 66.17	870 1,799 3,599	.0024 5 .0050 9 .0100	12 110 190	4 81 6 50 8 42	396 312 276 337 241	1,707 2,795 5,711	.0090	746 746 995	513 1,229 1,518	.0038 .0051 .0098	26 42 51
Orleans166 Ouachita167 Plaquemines166 Pointe Coupee166 Rapides167	458.8 54.3 9.6 21.0 65.5	.0442 .0078 .0171	59.9	84.6 9.5 36.5	13.3 2.0 4.9	8.1 1.1 1.9	67.47 31.66 15.05	32.53 68.40 84.95	15,619 650 1,690	9 .0434 8 .0016 6 .004	73 9 7 21	6 51 7 74 0 80	510 553 392 334 494	22,315 934 3,754	.0353 .0018 .0059	1,679 462 761	2,157 619 1,163	.0390	88 36 42
Red River 167 Richland 167 Sabine 167 St. Bernard 166 St. Charles 166	16.1 26.4 24.1 6.5 12.1	.0215 .0196 .0053		40.2 46.7 23.6 10.6 41.1	6.2 5.0	2.8 3.5 1.0	14.20 20.69 84.69	85.72 9 79.31 5 15.35	2,54 2,30 56	9 .007 8 .006 7 .001	16 13 13 12	6 64 6 74	199 230 229 700 430	4,318 3,524 807	.006	699 702 3 596	1,013 2 848 6 686	.0076 .0064 .0030	35 33 57
St. Helena 166 St. James 166 St. John Baptist.166 St. Landry 166 St. Martin 166	8.5 15.3 14.1 60.1 21.8	.0125 .0115 .0489	16.4	20.2 60.4 60.9 62.3 41.5	3.1 12.3	1.5 1.4 6.5	38.2 45.7 25.0	61.77 0 54.30 75.00	1,33 1,27 7,44	4 .003 5 .003 7 .020	7 10 8 8 7 46	8 86 8 100 66 68	16: 30: 31: 36: 29:	3,011 1,953 9,292	.004 .003 .014	870 621 7 754	1,281 914 1,026	.0047 .0037 .0198	38 32 40
St. Mary 168 St. Tammany 166 Tangipahoa 166 Tensas 165 Terrebonne 188	29.4 20.9 46.2 15.1 29.8	.0170	28.	7 23.1 8 58.5 23.9	10.2 4.1	3.2	33.3 32.7 15.2	8 66.65 8 67.25 0 84.86	3,00 6,09 1,36	6 .008 7 .016 3 .003	4 26 9 38 8 6	7 72 7 66	501 391 18	9 3,435 8 9,094 7 2,829	.005	689 6 893 6 694	862 3 1,123 4 1,231	.0092	54 45 32
Union	20.1 33.7 20.1 29.5 29.5	.0274 .0164 .0243	12.1 16.4	4 14.7 9 45.7	7.1 4.4 6.8	6.2 4 3.5 8 4.5	2 23.6 5 33.9 5 53.8	76.3 8 66.0 1 46.1	9 4,42 2 1,83 9 5,52	6 .012 9 .005 1 .015	3 25 1 7 3 37	9 62 6 47 1 67	41	5,944 2 2,952 2 6,500	.009 .004 .010	831 7 674 3 95	901	.0117 .0046 .0150	43 28 62
W. Baton Rouge166 West Carroll 167 West Feliciana 166 Winn 167	9.7 13.6 10.6 14.6	.0113 .0089 .0120	25.	38.0 31.0 2 15.2	3. 2. 3.	2.3	12.4 5 16.6 4 28.3	2 87.5 7 83.3 1 71.6	6 1,18 60 9 1,90	8 .003 8 .001 2 .005	3 9 7 5 3 10		27 21 27	2 1,949 0 1,112 9 2,293	003 2 .001 7 .003	1 63 8 50 6 70	9 74 7 90 3 82	.003 .002 .004	7 33 1 24 8 40
STATE TOTAL	2,101.6	1.7117	39.	6 46.3	485.4	1	1	0 51.9 isiana (395,59	1	8 24,29	67	46	689,599	1.089	9 1,42	1 1,83	1.150	6 67
						(OK	L	AH	о м	A								
Adair. 153 Alfalfa 107 Atoka 152 Beaver 107 Beckham 152	14. 15. 14. 11. 29.	2 .012 5 .011 5 .009	4	14.6	3. 3. 3. 2.	8 3. 2 2. 7 2.	8 23.8 7 17.3 7 13.4	76.1 1 82.6 19 86.5	8 3,00 9 1,58	.008 .004 .004 .007	14 16 15 16 25 12	80 92 89 44 01 64 20 74 92 84	87 34 62	4,55 15 1,79 29 1,97	9 .007 8 .002 5 .003	1,21 28 56 31 73	3 1,21 8 62 11 73	4 .008 0 .004	11 65 12 36 19 42
Blaine	20. 32. 50.	3 .026	3 23.	22.0 1 34.1 9 39.	8 7.	2 6.			5 4,79	.013	32 2	29 56 53 76 83 76	54	6,41 15 7,84 26 13,36	8 .012	24 1,09		.012	29 4

An index to city and county data, by states and sections, appears on page 5; an index to advertisers, on page 204.

APRIL 10, 1939

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OKLAHOMA—(Continued)

COUNTY		Pi (In Thous	OPULA ands, e		naity)			E OF STRY	RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	GE- NT KET
COUNTY	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami-	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	1938-	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Canadian 152 Carter 152	28.1 41.4	.0229	33.3 44.0	31.6 49.8	6.7 9.9	6.4	40.14	59.86 51.91	6,967 9,987	.0194	519 534		840 687	13,873 16,687	.0219	2,067 1,694	2,128 1,801	.0228	100 81
herokee. 153 hoctaw. 152 lmarron. 172 leveland. 152 oal. 152	17.5 24.1 5.4 24.9 11.5	.0142 .0197 .0044 .0203 .0093		22.7 30.6 2.9 45.0 21.9	3.8 5.4 1.3 5.5 2.6	2.8 3.9 1.3 5.4 2.4	14.97 20.80 14.71 40.38 20.02	85.29 59.62	2,696 889 5,388	.0047 .0075 .0025 .0150 .0052	149 150 60 342 103	60 57 68	389 320 533 810 379	2,965 5,966 1,715 9,050 2,251		789 1,097 1,299 1,641 874	920 1,305 1,314 1,656 917	.0057 .0082 .0028 .0157 .0047	40 42 64 77 51
Comanche 152 Cotton 152 Iralg 105 Irook 153 Custer 152	34.3 15.4 18.1 64.1 27.5	.0280 .0126 .0147 .0522 .0224	35.3 23.6 34.5 27.3	24.5 23.8 66.6	7.9 3.5 3.9 15.2 6.4	7.2 3.4 3.3 13.4 6.2		79.82 77.04 51.10	3,141 2,687 12,020	.0222 .0087 .0075 .0334 .0161	678 134 222 857 564	52 88 64	907 645 734 623 751	13,584 3,993 4,475 25,513 10,688	.0063 .0071 .0403	1,140 1,156 1,681	1,817 1,168 1,264 1,800 1,702	.0087	9- 5- 5- 7- 9-
Delaware	15.4 13.3 10.5 45.6 31.4	.0125 .0108 .0086 .0371 .0256	57.9		3.3 3.2 2.6 11.8 6.8	2.6 11.5	59.78	82.44 40.22	2,057 1,495 17,886	.0023 .0057 .0042 .0497 .0136	77 117 121 827 313	51 63 56	364 763 747 958 602	2,128 3,426 2,433 25,729 8,742	.0054 .0039 .0407	931 2,185		.0057 .0048 .0445	
Grady 152 Grant 107 Greer 152 Harmon 152 Harper 107	47.6 14.2 20.3 13.8 7.8	.0388 .0115 .0165 .0113 .0063	23.7	14.2 31.5	3.0	2.9	17.09 27.44 19.49	82.91 72.56 80.51	2,631 2,815 1,554	.0043		52 70 64	586 1,010 586 621 797	15,028 3,993 6,569 4,114 2,578	.0063 .0104 .0065	1,070	1,510 1,394	.0087 .0092 .0054	6 7 5 4 6
Haskell	16.2 30.3 28.9 17.4 13.1	.0132 .0247 .0235 .0142 .0107	23.9 29.1		6.7	3.8	23.33 36.20 21.71	76.67 63.80 79.29	3,866 5,189 2,391	.0107 .0144 .0066	278 279 188	53 69 100	295 514 646 596 469	7,770 10,159 5,283	.0123 .0162 .0083	1,521	1,595	.0125 .0150 .0082	5 6 5
Kay 153 Kingfisher 152 Klowa 152 Latimer 152 Le Flore 150	50.2 16.0 29.6 11.2 42.9	.0241	17.0 16.8	17.9 28.3 15.2	6.9	6.4	26.87 32.65 23.09	73.13 67.39 76.91	3,973 4,820 843	.0110 .0134 .0023	25	60 61 7	989 830 726 298 361	5,337 6,960 2,101	.0084 0 .0110 1 .0033	1,316 1,004 859	1,409 1,046 904	.0120	5 3
Linceln. 152 Logan. 152 Love. 152 McClain. 152 McCurtain. 152	33.7 27.8 9.6 21.6 34.8		13.0	37.6 18.8 38.4	7.0 2.1 4.6	5.5 2.0 4.4	36.44 11.67 15.61	88.33 84.31	6,32 1,07 2,14	.0030	55: 4: 17:	3 66 7 52 3 82	638 818 475 483 282	12,08 2,19 4,37	4 .0192 6 .0035 2 .0065	1,715 1,025 959	1,071	.0218 .0030 .0073	3 3
McIntosh 153 Major 152 Marshall 152 Mayes 153 Murray 152	24.9 12.2 11.0 17.9 12.4	.0099 .0090		35.2 13.0 26.3 26.5 29.3	2.9 2.4 3.8	2.9 2.2 3.2	18.01 17.08 18.99	81.99 82.93 81.0	2,010 2 1,460 1 2,24	.0056	16 8 1 19	5 57 6 78 4 75	283 916 473 592 684	3,97 2,34 3,66	8 .006 5 .003 2 .005	1,339 963 937	1,343 1,011 1,047	.0060 .0041 .0074	1 1
Muskogee	66.4 15.1 13.6 29.0 221.7	.0123 .0111 .0236	27.1 25.1 13.1	7 20.6 9 23.2 7 46.6	3.8 3.2 6.4	3.6 2.6 4.5	27.70 20.17 17.13	72.2 7 79.8 3 82.8	3,09 3 2,30 7 2,97	.0086 .0064 3 .0082	8 24 4 21 2 18	0 53 4 69 9 70	916 849	6,54 3,74 6,16	1 .010 8 .005 0 .009	1,703 1,166 7 96	1,777 1,313 7 1,150	7 .010 2 .007 6 .009	5 8 2
Okmulgee 153 Osage 153 Ottawa 104 Pawnee 153 Payne 152	56.6 47.3 38.5 19.9 36.9	.0386	19.1 47.1 2 27.	8 20.8 8 80.8 7 34.0	9. 4.	10.2 8.1 4.4	46.5 66.4 24.9	2 52.4 0 33.6 7 75.0	8 9,71 0 5,15 3 2,83	3 .0276 3 .0143 2 .0079	73 3 43 9 19	0 61 0 51 3 52	59 69 63	7 16,83 3 10,57 8 5,29	6 .026 0 .016 6 .008	6 1,49 7 1,13 4 1,12	1 1,16 1 1,16 3 1,17	4 .030 7 .017 3 .008	5 8 8
Pittsburg 152 Pontotoc 152 Pottawatomie 152 Pushmataha 152 Roger Mills 152	50.8 32.5 66.6 14.7 14.2	.0264 .0542 .012	34.0	8 44.6	7.3 16.3 3.3	6.9 1 15.3 3 3.0	43.6 44.8 26.6	0 56.4 4 55.1 4 73.3	8,91 6 12,69 6 1,76	3 .024 2 .035 8 .004	8 90 3 95 9 8	2 56 1 63 3 77	1,01 56 33	7 11,35 0 24,36 3 2,87	0 .017 2 .038 0 .004	9 1,55 5 1,51 5 86	0 1,60 5 1,56 5 91	4 .029 0 .041 8 .004	9 1 1 6
Rogers 153 Seminole 152 Sequoyah 150 Stephens 152 Texas 107	19.6 79.6 19.5 33.1 14.1	.0649 .0159 .0269	9 29. 9 34.	3 125.8 28.1	18.1	17. 1 3. 7 7.	50.4 16.2 16.2 5 35.0	0 49.6 7 83.7 3 64.9	0 11,75 3 1,30 7 6,43	5 .032 2 .003 4 .017	7 1,25 6 6 9 51	1 61 9 86 0 73	55 34 75	8 28,81 2 4,16 9 9,99	9 .045 6 .006 1 .015	5 1,52 6 1,01 8 1,30	7 1,61 2 1,15 6 1,32	3 .047 3 .004 1 .020	7 6 1
Tillman 152 Tulsa 153 Wagoner 153 Washington 105 Washita 152	24.4 187.6 22.4 27.8 29.4	.152 .018 .022	8 78. 3 13. 6 53.	8 320.6 3 39.7 1 65.4	47.1 7 4.1 8 7.1	8 42.1 9 3.2 2 6.1	88.6 15.4 6 63.3	9 11.3 3 84.5 0 36.7	70,70 7 1,60 0 7,85	7 .196 3 .004 2 .021	4 4,41 5 16 8 68	4 63 11 101 17 64	92 34 97	1 135,11 1 3,69 1 20,74	5 .213 3 .005 14 .032	5 2,82 8 75	7 3,01 5 93 2 3,03	1 .213 0 .006 0 .030	1 1 1
Woods107 Woodward107	17.0 15.8																4 1,52 4 1,30	.011 07 .010	
STATE TOTAL	2,398.0	1.951	34.	3 34.5	564.	2 506.	42.9	9 57.0	503,64	4 1.398	34,80	02 6	70	929,0	26 1.468	1,64	7 1,74	1.559	00

For Oklahoma City figures, see page 176

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Anderson	34.7 .7 27.8 2.2 9.7	.0282 .0006 .0226 .0018 .0079	33.0 26.3	36.9 0.5 29.6 9.2 11.1	8.0 .2 6.4 .5 2.3	5.3 .2 5.3 .5 2.2	28.92 48.14 44.88	51.86 55.12	6,901 224 5,519 445 1,219	.0192 .0006 .0153 .0012 .0034	380 36 362 16 115	65 73 64 42 66	565 1,858 545 737 662	13,141 657 8,373 751 2,484	.0208 .0010 .0132 .0012 .0039	1,642 3,335 1,300 1,412 1,098	3,335	.0199 .0012 .0158 .0011	71 200 70 61 56
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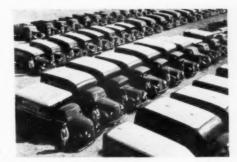
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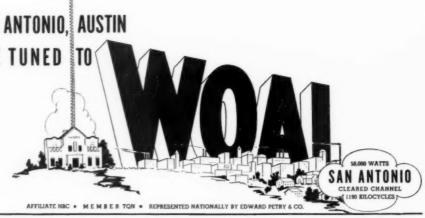
THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

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COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPI	E OF	RETAIL S 1938 S. M. EST		AUT	O SAI 1938	LES,		ECTIVE B			SAL MAN/ ME MAR CONT	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami-	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	u. %. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Armstrong 157 Atascosa 163 Austin 161 Bailey 159 Bandera 163	3.3 15.7 18.9 5.2 3.8	.0138 .0154 .0042		3.7 11.5 25.9 5.0 4.7	.8 3.3 4.7 1.1	1.9 3.4 1.1	15.27 18.63	82.38 84.73 81.37	2,980 2,652 1,306	.0014 .0083 .0074 .0036	116 197	61 70 59	744 637 796 894 835	1,153 4,558 6,241 1,926 938	.0072	1,370 1,336 1,706	1,572 1,709	.0092	52 60 83
Bastrop161 Baylor158 Bee163 Bell156 Bexar163	23.9 7.4 15.7 50.0 292.5	.0060 .0128 .0407	30.5 38.2	8.4 18.4 46.2			29.84 38.13 32.97	61.87	2,282 4,800 11,143	.0099 .0063 .0133 .0309	126 270 454	75 69	568 827 751 731 902	6,380 1,724 7,752 16,511 188,985	.0027 .0123 .0261	1,035 2,220 1,389	2,898 1,522	.0052 .0132 .0269	87 103 66
Blanco	3.9 1.5 15.8 48.6 23.1	.0012 .0128 .0396	34.1	5.1 1.7 16.2 55.6 17.2	11.6	3.6 7.6	36.15	75.33 63.85	2,808 8,537	.0018 .0078 .0237 .0150	134 613	29 41 65	972 158 803 465 891	931 276 3,646 13,561 8,965	.0058	854 976 1,171	1,451	.0069	17 54 65
Brazos	21.8 6.6 5.6 5.9 26.4	.0054 .0046 .0048	52.7	1.1 6.2 6.1	5.4 1.6 1.2 1.3 6.8	1.2	51.08 22.23 31.09	48.92 77.77 68.91	1,428 814 1,330	.0166 .0040 .0023 .0037 .0199	102 53 59	66 53 50	742 643 601 507 826	2,718 1,262 1,593	.0043	1,752 1,034 1,301	2,292 1,053 2,009	.0045 .0024 .0031	52 65
Burlesen	19.9 10.4 31.4 5.4 12.7	.0084 .0256 .0044	32.9	29.0 10.6 61.4 9.6 15.0	6.9	3.8	18.37 28.08 32.15	67.85	1,446 5,443 1,411	.0066 .0040 .0151 .0039 .0034	93 469 31	43	382 714 672 726 663		.0041	1,024 1,334 1,010	1,066	.0043	51 70 57
Cameron 163 Camp 154 Careon 157 Cass 154 Castro 159	77.6 10.1 7.8 30.0 4.7	.0082 .0063 .0245	26.2		17.3 2.3 1.8 6.6 1.0	1.8	23.91 48.23 17.52	82.48	1,730 4,616	.0438 .0035 .0048 .0128 .0022	86 192 583	67 49 77	634 442 941 442 668	3,518 7,498	.0035 .0056 .0116	954 1,866 1,131	1,228		46 108 75
Chambers 161 Cherokee 181 Childress 159 Clay 156 Cochran 159	5.7 43.2 16.0 14.6 2.0	.0352 .0131 .0118	44.6	9.2 41.2 21.9 12.6 2.3	3.7	1.0 7.0 3.5 3.3	23.80 40.70	76.20 59.30 83.70	6,672 4,786 1,801	.0034 .0185 .0133 .0050	369 217 158	65 65 83	1,324 397 630 601 1,354	4,266 11,137 6,405 3,302 346	.0052	1,184 1,716 973	1,773	.0116	52 89 52
Coke	5.3 23.7 46.2 14.5 19.1	.0193 .0376 .0118	15.8 24.6	52.6	1.2 5.5 11.0 3.4 4.8	9.9	32.73	74.28	4,148 7,676 2,240	.0017 .0115 .0213 .0062 .0117	445 163	60	672 728 718 467 604	8,264 12,083 3,472	.0191	1,507 1,103 1,031	1,165 1,075	.0127 .0212 .0067	66 56 57
Comal 163 Comanche 159 Conche 159 Cooke 159 Coryell 156	12.0 18.4 7.7 24.1 20.0	.0150 .0062 .0197	36.9	19.4 8.3 26.8	4.6 1.7 5.7	2.3 4.6 1.4 5.4 4.4	21.78 26.55	38.76 82.16 78.22 73.45 83.49	2,739 1,396 4,559	.0103 .0076 .0039 .0127 .0093	162 83 409	65 46	1,123 537 682 689 805	5,927 4,455 2,117 7,254 5,528	.0033	972	972 1,363 1,312	.0038 .0152	51 61 77
Gattle	9.4 2.2 2.6 11.0 1.2	.0018 .0021 .0090		9.3 2.5 0.8 12.7 0.3	2.1 .8 .7 2.5	1.9 .8 .6 2.4		81.32 84.52	598 835 1,353	.0062 .0017 .0023 .0038 .0021	104 127	52 78 108	569 1,048 764 737 941	1,925 1,422 2,699 2,394 637	.0022	1,844 3,743 957	4,198 982	.0070	172 210 78
Dallam 172 Dallas 154 Dawson 159 Deaf Smith 157 Dolta 154	7.8 325.7 13.6 6.0 13.1	.2653 .0111 .0049		5.1 379.2 15.0 3.9 50.3	2.0 82.5 3.0 1.4 3.0	1.9 68.4 2.9 1.4 2.7			160,697 2,752 1,798	.0072 .4464 .0076 .0050 .0043	154 10,185 424 136	69 68 109 67	741 1,038 1,033 848 632	4,366 295,607 5,392 1,974	.0069 .4672 .0085	2,230 3,582 1,782 1,369	2,265 3,966 1,814 1,373	.0074 .4811 .0127 .0051	116 181 114 104
Denton159 De Witt163	32.8 27.4		29.2 24.5	34.5 31.2	7.9 6.6	7.3 4.2	31.29 30.30		7,802 6,067	.0217	500 270	60 95	726 565	12,853 9,240	.0203	1,622	1,699	.0227	85



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APRIL 10, 1939

[169]

COUNTY		P (In Thous	OPULA ands, e		nsity)			E OF	RETAIL S 1938 S. M. EST			D SAL 1938	ES,		ECTIVE B			SAL MANA MEI MARI CONTI	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car		Registration Per M Familles	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Inde
Dickens159 Dimmit163 Donley159	8.6 8.8 10.3	.0070 .0072 .0084	26.8	9.8 6.5 11.3	2.0 1.8 2.4	1.8 .7 2.3	22.73 12.60 20.42	87.40	1,642 1,168 1,687	.0046 .0032 .0047	187 60 137	90 57 88	715 481 579	2,710 1,941 2,673	,0031	1,390 1,087 1,137	1,434 1,658 1,153		89 43 63
Duval	12.2 34.2 4.0 2.8 53.9	.0099 .0278 .0032 .0023 .0439		7.2 38.9 4.4 1.4 55.3	2.5 8.4 1.0 .7 13.1	1.5 8.1 .9 .6 9.6	22.22	59.84 17.75 77.78	2,070 7,547 2,695 359 9,142	.0058 .0209 .0075 .0010 .0254	274 464 789 26 574	32	993 732 4,375 608 622	4,118 13,169 2,887 1,185 17,543	.0208 .0046 .0019	1,664 1,560 3,007 1,671 1,341	2,167 1,598 3,101 1,863 1,581	.0089 .0219 .0177 .0014 .0276	90 78 553 61 63
i Pase	131.6 20.8 38.8 41.2 30.7	.1072 .0169 .0316 .0335 .0250	77.8 18.9 13.7 13.7	19.2 52.0	30.4 5.1 8.8 9.9 7.2	13.3 5.0 5.2 8.6 5.5	18.88 19.37 18.28	81.12 80.63 81.72	5,608	.1159 .0096 .0156 .0156 .0161	2,024 184 189 228 266	58 50 65	629 650 440 519 818	68,650 5,685 10,636 8,543 8,895	.0090 .0168 .0135	2,261 1,108 1,212 862 1,236	1,579 930	.0094	103 56 43 41 56
Fisher	13.6 12.4 6.3 29.7 8.5	.0110 .0101 .0051 .0242 .0069	21.2	15.3 12.3 10.3 37.5 29.4	3.0 2.8 1.5 6.8 2.0	2.8 2.8 1.4 3.2 1.9	22.10 16.73 20.05	77.90 83.27 79.95	2,022 2,409 1,250 5,818 880	.0056 .0067 .0035 .0162 .0024	159 218 100 409 48	57 55 72	623 823 722 714 296	3,319 3,993 2,571 9,877 1,102	.0063 .0041 .0156	1,096 1,402 1,724 1,485 562	1,411 1,808 2,095	.0081 .0042 .0177	73
reestone161 frie163 Gaines159 Galveston161 Garza159	22.6 9.4 2.8 64.4 5.6	.0184 .0077 .0023 .0525 .0045		1.8	5.2 2.1 .6 16.4 1.3	3.2 .9 .6 11.6 1.2	17.41 22.85 93.44	82.59 77.15 4.56	3,712 1,278 715 25,278 1,242	.0035 .0021 .0702	187 73 155 1,776 177	153 77	385 659 1,948 943 1,038	6,163 2,113 1,623 48,466 1,819	.0033 .0026 .0766	2,661 2,949	1,493 2,665 3,534	.0035	187
Gillespie	11.1 1.3 10.1 28.3 22.1	.0090 .0010 .0082 .0231 .0180	13.6	9.9 15.5 12.6 27.8 24.6	2.6 .3 2.2 6.3 5.6	2.4 .3 1.1 3.7 5.5	6.67 11.87 18.65	93.33 88.13 81.35	101 1,385 4,125	.0063 .0003 .0039 .0115 .0336	141 25 71 217 953	61	1,016 478 560 538 1,162	4,100 460 2,772 7,929 19,086	.0007 .0044 .0125	1,262	1,631 1,740 1,652	.0008 .0040 .0118	51
Grayson154 Gregg154 Grimes161 Guadalupe163 Hale159	65.8 15.8 22.6 28.9 20.2	.0536 .0129 .0184 .0236 .0164	44.9 31.9 22.6 18.0 43.7		16.6 3.9 5.4 6.3 4.7	14.6 2.0 2.8 3.5 4.6	77.77 17.22 21.32	22.23 82.78 78.68	15,744 28,636 3,518 4,275 5,796	.0437 .0795 .0098 .0119 .0161	929 2,678 125 221 543	65 66 72	713 3,997 430 696 941	26,773 15,492 7,755 8,220 10,318	.0245 .0123 .0130	3,974 1,446 1,297	5,515 1,973 1,735	.0811 .0095 .0121	62 5
fall	17.0 13.5 3.5 14.5 13.9	.0138 .0110 .0029 .0118 .0114	25.0	18.8 16.2 4.0 19.1 16.2	3.9 3.2 .8 3.4 3.4	3.6 3.2 .8 3.2 2.7	21.77 25.10 32.51	78.23 74.90 67.49	3,406 2,429 1,153 2,880 2,890	.0095 .0067 .0032 .0080	213 115 77 147 199	60 63 57	532 835 799 584 588	4,217 3,424 1,537 5,029 5,464	.0054 .0024 .0079	1,478	1,060 1,834 1,522	.0060 .0032 .0079	11
larris 161 larrisen 154 lartiey 157 laskell 159 lays 162	359.3 48.9 2.2 16.7 14.9	.2927 .0398 .0018 .0136 .0121	83.7 33.1 9.3 15.7 34.4	217.2 56.1 1.4 18.1 23.9	91.4 11.3 .5 3.9 3.4	68.3 4.7 .5 3.7 2.1	91.89 31.10 7.35 15.93 29.44	88.90 92.65 84.07	153,471 8,841 329 3,034 3,611	.4263 .0246 .0009 .0084 .0100	11,793 547 32 183 210	62 80 90	1,085 414 527 606 816	300,379 14,507 616 3,777 6,618	.0229 .0010 .0060	1,176	1,911 1,201 995	.0253 .0012 .0080	6 6
demphill	4.6 30.6 77.0 43.0 9.3	.0038 .0249 .0627 .0351 .0078	14.2 49.1 18.1	5.3 32.3 49.5 44.6 10.7	1.1 6.8 17.3 10.1 2.0	1.0 5.3 8.5 8.4 2.0	20.61 29.71	79.39 70.29 72.12		.0030 .0133 .0429 .0215 .0055	153 213 1,129 254 151	82 51 61 48	726 419 764 634 1,012	2,358 7,178 27,552 11,173	.0113 .0436 .0177	1,595	1,209 2,238 1,219	.0119 .0484 .0175	7 5
food159 fopkins154 fouston161 foward159 fudspeth174	6.8 29.4 30.0 22.9 3.7			24.4	1.6 6.8 6.7 5.6	1.6 6.2 3.8 5.0	13.45 55.52	88.65 86.55 44.48	4,018 7,140	.0102 .0112 .0198	316 185 821	70 53 69	657 506 321 933 410	6,885 6,958 12,804	.0109 .0110 .0202	1,013 1,046 2,304	1,065 1,378 2,455	.0125 .0108 .0276	5 4
funt	49.0 14.8 2.0 9.0 11.0	.0017	43.9		11.9 3.9 .5 2.1 2.4	3.8 .4 2.1	90.50 23.61 15.11	9.50 76.39	5,087 309 1,450	.0141 .0009 .0040	146	54 113 53	643 1,063 790 988 616	11,696 676 3,198	.0185 .0011 .0051	3,010 1,341 1,470	3,036 1,446 1,486	.0200 .0013 .0056	16 7
lasper	17.1 1.8 133.4 4.9 13.5	.1086	81.4	0.8 145.0 4.3	1.0	23.5	22.55 91.79 37.65	62.35	49,672 1,144	.0006 .1380 .0032	3,122 140	67 60 83	430 944 903 713 729	85,379 2,853	.0012 9 .1349 2 .0045	1,763 2,61 2,87	2,454 3,104 4,115	.0012 .1451 .0050	2 8 1 13 0 12
Johnsen	33.3 24.2 23.3 40.9 5.0	.0197 .0190 .0333	11.1	26.3 33.7	4.8 9.0	5.3 2.4 6.0	28.38 20.88 19.50	71.62 79.12 80.50	6,267 4,612 6,918	.0174 .0128 .0192	339 227 398	67 81 59	793 883 703 495 1,126	9,200 6,73 11,46	.0146 .0107 2 .0181	1,61 1,41 1,27	1,67 1,95 1,57	.0165 4 .0116 3 .0193	5 8 8 6 3 5
Kenedy 163 Kent 159 Kerr 163 Kimble 163 King 159	3.9 10.2 4.1 1.2	.0031 .0083 .0034	44.7	0.5 4.4 8.9 3.2 1.4	2.5 1.0	2.1 1.0	32.30	85.45 49.71 67.70	499 3,688 799	.0102	207	96 64 65	\$444 592 985 914 586	23 68 7,89 1,27	7 .0011 3 .0125 3 .0020	82 3,21 1,23	3,49 1,27	0016 0112 0026	B 13 B 8
Kinney163 Kieberg183 Knox159 Lamar154 Lamb159	4.0 12.8 711.4 48.8 17.8	.0101 .0093 .0395	32.2	13.2 51.4	2.8 2.5 11.5	1.5 2.3 9.2	27.03 24.90	45.19 72.97 75.10	2,707 2,907 8,086	.0075 .0081 .0225	108 148 478	58 50 69 64	590 639 769 459 951	1,57: 5,99: 3,93: 15,01:	3 .0025 7 .0095 5 .0062 7 .0237	1,90 2,14 1,59 1,30	7 2,686 1 2,886 1 1,674 0 1,470	.002 .007 .007 .007	5 7 3 7
Lampasas159 Laj Salie163 Lavaca161 Lee161	8.7 8.1 27.6 13.4 19.7	.0067 .0224 .0109	38.5 13.0	5.3	6.5 2.9	5.5 2.0	25.69 19.05 12.39	74.31 80.95 87.61	1,191 4,206 1,504	.0033 .0117 .0042	102 269 68	53 101 81 66	926 463 872 549 395	4,510 1,810 7,770 3,12	0 .0071 0 .0029 4 .0123	1,97 1,03 1,20 1,06	2,03 1,62 1,31 1,29	8 .0076 2 .0036 5 .0127	8 5 7 5 2 3



1st in the SOUTH

in Total
Income 1st in the SOUTH
among major cities, in Averamong major cities, Both Inamong Wage Paid in Both Inage Wage Business
dustry and Business Income 1st in the SOUTH

among major Returns per Returns
come Tax Population
Thousand Population 1st in the SOUTH
in Per Cent of National Buying Pauwag 1st in the SOUTH ing Power

Volume Market. But, Houston is a Volume Market—plus! Ranking third in the entire United States in Effective Buying Income per White Family, Houston is that rare kind of Volume Market where selling costs are low and unit profits are high. A Volume Market where almost every family uses, in unstinted quantities, whatever product you have to sell.

THE CHRONICLE DOES THE JOB IN HOUSTON

For a quarter century now Houston has watched The Chronicle grow stronger as the leading newspaper-in circulation and advertising. In 1938 The Chronicle published a greater share of Houston newspaper advertising than in any previous year. And in 1938 The Chronicle attained its greatest leadership in history in circulation in this prospering citymore than 20% over the morning newspaper and more than 32% over the other afternoon newspaper in daily home delivered circulation.

1st in the SOUTH in New Car Sales in 1938 TO SELL HOUSTON—BUY CHRONICLE

1st in the SOUTH

in Passenger Automobile Ownership

FIRST IN CIRCULATION AND ADVERTISING FOR MORE THAN A QUARTER CENTURY

R. W. McCARTHY Manager National Advertising THE BRANHAM COMPANY National Representatives

THE CHRONICLE'S LEADERSHIP TODAY IS GREATER THAN EVER BEFORE

APRIL 10, 1939

[171]

T E X A S—(Continued)

COUNTY			Pi (In Thous	OPULA ands, e		nsity)			E OF	RETAIL 193 S. M. ES1	3	AUT	O SAL 1938	ES,		CTIVE B			MANA MER MARI CONTR	NT KET
		Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Liberty Limestone Lipscomb Live Oak	161 161 107 163 163	19.9 39.5 4.5 9.0 5.5	.0161 .0322 .0037 .0073 .0045		17.1 40.6 5.1 8.0 5.7	4.6 9.3 1.1 1.9 1.4	3.4 6.6 1.1 1.2 1.3	20.79 28.34 19.17	79.21 71.66 80.83	5,020 5,884 1,182 1,205 1,272	.0139 .0163 .0033 .0033 .0035	374 293 131 84 73	67 72 63	747 385 906 715 920	9,181 11,057 1,400 2,539 1,797	.0145 .0175 .0022 .0040 .0028	1,185	2,364 1,423 1,325 1,695 1,334	.0159 .0163 .0041 .0039 .0034	99 51 111 53 76
Loving Lubbock Lynn VcCulloch VcLennan	159 159 159 159 159	.2 39.1 12.4 13.9 98.7	.0002 .0319 .0101 .0113 .0787	62.3	0.3 45.1 14.3 12.9 94.1	9.0 2.7 3.1 23.8	8.4 2.6 2.6 18.4	14.83 40.41	43.29 85.17 59.59	47 15,132 1,935 3,488 28,449	.0001 .0420 .0054 .0097	11 1,793 354 264 1,235	128 62	1,600 1,193 908 918 799	125 25,083 3,730 4,971 53,980	.0002 .0396 .0059 .0079 .0853	2,273 2,788 1,379 1,619 2,265	2,273 2,897 1,404 1,762 2,599	.0003 .0583 .0099 .0104 .0762	150 183 98 97
AcMullen Madison Marion Martin Masun	163 161 154 159 163	1.4 12.2 10.4 5.8 5.5	.0011 .0100 .0084 .0047 .0045		1.0 24.7 26.5 6.4 5.7	.3 2.8 2.4 1.2 1.4	1.9 .9 1.1 1.3	11.88 17.95 14.04	88.12	124 2,311 1,339 814 1,119	.0004 .0064 .0037 .0023 .0031	17 193 181 105 63	91 87 80	845 452 496 596 853	238 3,581 2,227 1,834 1,604	.0004 .0057 .0035 .0029 .0025	753 1,293 912 1,474 1,176	952 1,562 1,393 1,556 1,223	.0006 .0074 .0055 .0036 .0029	55 74 65 77 64
flatagorda flaverick fledina flenard flidland	161 163 163 159 159	17.7 6.1 14.0 4.4 8.0	.0144 .0050 .0114 .0036 .0065	23.0 82.6 68.5	15.6 4.9 10.3 4.9 9.0	4.3 1.3 3.2 1.1	2.8 .4 2.0 1.0	33.09 22.70 25.31	77.30 74.69	4,543 1,723 2,086 1,120 3,894	.0126 .0048 .0058 .0031 .0108	330 103 85 88 694	60 43 56	694 694 776 816 1,564	7,839 2,944 4,186 2,020 6,660	.0124 .0047 .0066 .0032 .0105	1,822 2,184 1,321 1,830 3,558	2,273 3,712 1,685 1,926 3,892	.0141 .0050 .0056 .0036 .0191	90 100 41 100 294
filam fills fitchell fontague fontgomery	161 156 159 159 161	37.9 8.3 14.2 19.2 14.6	.0309 .0068 .0116 .0156 .0119	16.3	39.5 11.9 16.0 20.6 14.3	8.7 2.0 3.2 4.8 3.6	5.6 2.0 2.7 4.8 2.2	20.88 30.07 23.73	79.12 69.93 76.27	4,826 1,407 2,522 3,589 3,586	.0134 .0039 .0070 .0100 .0100	214 44 194 237 203	36 62 61	498 705 714 622 692	9,220 1,687 3,717 5,987 7,784	.0146 .0027 .0059 .0095 .0123	854 1,169 1,260	1,327 859 1,276 1,260 2,755	.0106	- 4 4 6 6 9
Nuure, Norris Notley lacogdoches lavarro		1.6 10.0 6.8 30.3 60.5	.0013 .0082 .0055 .0247 .0493	18.7	1.7 38.7 6.6 28.6 57.1	2.2 1.5 6.8 14.2	1.5 1.4 5.1 10.2	21.14	78.86 74.99	537 1,316 1,151 5,789 11,158	.0015 .0037 .0032 .0161 .0310	153 88 95 323 474	69 109 66	3,028 361 548 499 485	597 2,175 1,601 9,089 17,448	.0009 .0034 .0025 .0144 .0276			.0035	
lewton Jolan Jueces Ochiltree	159 163 157	12.5 19.3 51.7 5.2 1.4	.0102 .0157 .0422 .0043 .0011			2.8 4.7 11.9 1.3	1.6 4.3 6.4 1.3	46.15 65.60 32.10	34.40 67.90	1,037 5,037 21,458 1,594 329	.0029 .0140 .0596 .0044 .0009	55 326 2,109 149 19	72 69 69	362 768 1,394 781 1,270	2,295 8,240 37,515 3,050 454	.0593	3,154	1,097 1,838 4,261 2,409 1,406	.0762	13
Orange Palo Pinto Panola Parker Parmer	154	15.1 17.6 24.1 18.8 5.9	.0123 .0143 .0196 .0153 .0048	34.0 26.1		3.6 4.3 5.3 4.7 1.3	2.9 4.1 3.1 4.6 1.3	52.02 9.31 22.08	90.69 77.92	1,896 3,282	.0081 .0113 .0053 .0091 .0024	239 215 102 265 131	65 49 61	705 760 234 750 779	6,527 6,863 4,524 5,640 1,802	.0071	1,582 851	1,637 1,107 1,222	.0111 .0059 .0106	3
Peces Polk Potter Presidio	157	7.8 17.5 46.1 10.2 7.1	.0064 .0143 .0375 .0083 .0058	91.1 38.5	14.4 49.3	1.9 4.0 11.6 2.1 1.6	1.4 2.6 11.0 .8	35.93 93.32 34.49	64.07 6.68 65.51	2,598 22,061 1,586	.0072 .0072 .0613 .0044 .0015	1,515	74 71 77	944 429 994 485 325	5,148 42,475 3,587	.0081 .0671 .0057	2,274 1,300 3,655 1,731 696	2,646 1,622 3,766 2,689 722	.0086 .0691 .0054	18
Randall Reagan Real Red River Reeves	157 .159 .163 .154 174	7.1 3.0 2.2 30.9 6.4	.0252	9.5		7.1	5.3	58.82 20.99 13.20	41.18 79.01 86.80	917 188 2,802		139	83 59 54	494 655 568 341 958	3,026 497 5,640	.0048	3,577 934 800	1,416 3,690 986 931 3,688	.0042 .0008 .0079	16
Refugio Roberts Robertson Rockwall Runnels	161	7.7 1.4 27.2 7.6 21.8	.0012 .0222 .0062	10.8	51.4	6.3 1.9	3.1 1.4	26.63 18.38 17.86	73.37 81.62 82.14	382 3,987 1,077	.0011 .0111 .0030	22/ 95	51 4 64 5 48	1,142 734 368 681 844	7,806 1,637	.0011 .0123 .0026	1,966 1,240 846	1.977 1.743 1.004	.0014 .0117 .0035	1 11
Rusk Sabine San Augustine San Jacinto San Patricio	160	32.5 12.0 12.5 9.7 23.8	.0098 .0102 .0079		33.0 20.4 20.0 16.1 35.3	2.7 2.7 2.2	2.1 2.0 1.0	39.16 9.98 7.63	60.84 90.02 92.37	1,582 1,475 1,559	.0044 .0041 .0043	51 93 21	51 3 73 9 104	1,152 281 306 212 956	2,175 2,473 1,310	.0034	799 904 589	915 1,077 867	.0035	3 4 5 3
San Saha Schleicher Scurry Shackelford Shelby	159 159 159 159 161	10.3 3.2 12.2 6.7 28.6	.0026 .0099 .0054	24.6	7.1	2.7 1.7	2.6 1.6	22.57	77.43 77.27 63.23	581 2,361 1,481	.0016 .0066 .0041	161 13	6 48 6 95 1 68	586 752 796 772 363	1,095 3,700 3,933	.0017 .0058 .0062	1,470 1,390 2,334	1,667 1,415 2,372	.0019	7 10
Sherman Smith Somervell Starr Stephens		2.3 53.1 3.0 11.4 16.6	.0432 .0025 .0093	32.2	16.4	12.2 .8 2.2	7.9	40.00 16.57 13.43	59.94 7 83.43 8 86.57	23,996 412 953	.0667 .0011 .0026	1,62	3 90 3 54 7 68	653 946 632 293 671	41,759 653 2,618	.0660 .0010 .0041	3,411 865 1,185	4,268 866 2,134	.0724	4 16 9 3
Sterling Stenewall Sutton Swisher Farrant	159	1.4 5.7 2.8 7.3 197.5	.0046		1.5 6.7 1.8 8.2 218.8	1.3 .6 1.7	1.7	11.63 32.14 19.30	2 88.38 4 67.86 0 80.70	718 1,316 1,670	.0020 .0037 .0046	4 7 13	1 77 1 87 2 50	1,003 474 961 1,005 956	1,601 1,495 3,172	.0025	1,266 2,325 1,869	1,332 2,859 1,886	.0023 .0033 .0055	2 14 5 15
Taylor Terrell Terry Throckmerton Titus	174 159 159	41.0 2.7 8.9 5.3 16.0	.0022 .0072 .0043		1.0 10.2 6.0	1.9 1.2	1.9 1.2	28.10 13.90 12.21	71.90 9 86.10 2 87.78	793 2,381 550	.0022 .0066 .0015	5 17 4	3 108 2 74 6 43	1,099 640 1,018 682 720	1,646 2,513 1,439	.0026 .0040 .0023	2,457 1,297 1,192	3,159 1,309 1,210	.0025 .0065 .002	5 1
rom Green	159	36.0 77.8						66.9° 67.34						943				3,203 3,455		

TARRANT COUNTY, Texas

*

(County Seat, Fort Worth)

Now Ranks 6th in Effective

(Tarrant County Ranked 13th in 1937)

BUYING INCOME PER FAMILY

In the United States-\$3,335 Each

* *

FORT WORTH, Texas

Now Ranks 10th in Effective

BUYING INCOME FAMILY

In the United States-\$3,432 Each

* * *

"IN THE SQUARE"

The 102 Counties in Fort Worth's Market

1938 RETAIL SALES \$438,010,000

27.6% of Texas Total (1937 Was 25.8%)



1938
EFFECTIVE
BUYING INCOME
\$760,177,000

27.2% of Texas Total

FORT WORTH STAR-TELEGRAM

MORNING

EVENING

SUNDAY

Amon G. Carter, Publisher

Jap Newton Jr., Director Nat'l Adv.

"LARGEST CIRCULATION IN TEXAS"

[173]

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST			O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Inde
Trinity 161 Tyler 161 Upshur 154	13.6 11.4 22.3	.0111 .0093 .0182		19.0 12.6 37.2	3.1 2.6 5.0	2.3 1.9 3.5	36.67	68.41 63.33 86.09	1,995 1,338 3,563	.0056 .0037 .0099	101 81 222	71 51 48	351 382 416	3,080 2,597 6,278	.0048 .0041 .0099	998 992 1,255	1,182	.0052 .0040 .0105	43
Upton	6.0 12.9 14.9 32.3 20.0	.0105 .0122 .0263		4.8	1.6 3.0 3.5 7.3 4.8	1.5 2.0 1.4 6.7 2.9	79.58 34.47 59.61 20.25 36.09		2,212 3,253 3,849 4,477 6,356	.0061 .0090 .0107 .0124 .0177	194 189 218 261 610	68 53 64	806 697 620 418 1,009	4,285 6,788 8,676 8,768 12,417	.0068 .0107 .0137 .0139	2,257 2,505 1,198	1,254	.0077 .0098 .0119 .0133 .0230	98
Walker	18.5 10.0 4.6 25.4 42.1	.0082	27.1 23.5 77.4	23.4 19.3 5.6 40.4 13.1	4.1 2.6 1.2 6.2 9.2		59.55 21.32	79.96 40.45 78.68	3,332 2,025 1,723 5,286 8,965	.0056 .0048 .0147	143 276 196	75 68 75	463 510 2,088 718 493	6,064 3,105 2,448 7,978 16,543	.0039	2,085 1,292	1,686	.0060 .0077 .0125	20
Wharton	29.7 15.6 74.4 24.6 10.5	.0127 .0606 .0200	24.3 72.1 37.1	17.4 123.2		4.1 3.4 16.8 5.3 1.1	30.32	64.62 22.01	26,080 5,840	.0104	241 2,295 307	83 76 61	857 696 951 618 879		.0104 .0731 .0158	1,879 2,483 1,728	1,910 2,626 1,814	.0111 .0883 .0160	1 8 3 14 0 8
Williameon 162 Wilson 163 Winkler 159 Wise 159 Wood 154	44.1 17.6 6.8 19.2 24.2	.0143 .0055 .0156	58.4	21.7 8.0 22.2		4.5	14.78 82.56 19.78	17.44 80.22	1,781 2,513	.0071 .0050 .0070	122 341 146	85 57 62	761 648 1,186 514 504	4,135	.004	798 1,944 886	1,001 2,009 907	.0060	0 4 7 17 0 4
Yoakum 159 Young 158 Zapata 163 Zavala 163	1.3 20.1 2.9 10.3	.0164	45.3	2.8		4.6	36.46	63.54 90.02	133	.0145	580	66	861 1,026 682 515	9,562 436	.015	2,003	2,035	.0199	9 12
STATE TOTAL .	5,824.7	4.7444	41.0	22.2	1,380.1	1,034.2	46.88	53.12	1,587,204	4.4087	105,981	67	783	2,796,814	4.420	2,02	2,361	4,779	9 1

For Texas City figures, see page 176

West South Central States—City Data

LOUISIANA

				F	POPULA	TION				S VOLU		COME TAX	LOCAL NEWS-	SCALE		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Alexandria	Rapides E. Baton Rouge Washington. Acadia Tangipahoa		421,700 521,030 41,000	14,029	45.05 46.91 19.47	1.10 1.46 .67 .36 .29	58.6 65.2 66.1 66.3 64.6	5,681 7,567 3,541 1,861 1,419	9,735 17,968 4,108 2,426 1,993	2.46 4.54 1.04 .61 .50	8,810 12,812 1,038 3,140 1,855	77 24 35	18,305	48.1 79.9 37.0 33.2 26.6	12,498 15,966 3,630 2,326 1,362	1.81 2.32 .53 .34 .20	2,20 2,11 1,02 1,25 96
afayetteake Charles	Lafayette. Calcasieu. Ouachita Orleans. St. Landry.	166	80,000 80,000 202,264 1,498,103	15,791	37.65 47.90 100.00	.70 .75 1.24 21.85 * 1.2198 .30	65.7 62.3 60.9 71.4 54.6	3,422 3,884 6,716 111,936 341,357 1,491	5,611 9,480 12,928 141,889 280,910 1,277	1.67 2.40 3.27 35.87 * .7802 .32	4,739 14,716 16,705 470,432	71 45 47	21,662 250,151	27.8 74.1 66.2 81.2	4,568 10,899 12,062 280,714 478,882 1,208	.66 1.58 1.75 40.71 * .7569 .18	1,33 2,80 1,79 2,50

... with concentrated circulation

The New Orleans Item The Sunday Item-Tribune The Tribune (morning tabloid)

cover the buying-power of the parish of Orleans, and adjacent sections representing over half of all Louisiana's surplus buying-power.

Write for Item-Tribune 80-page rotogravure PICTURE-BOOK OF LOUISIANA.



LOUISIANA—(Continued)

CITY				1	POPULA	TION				S VOLU		COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollars Per Family
Shreveport* Shreveport* % of U. S. A.	Caddo	167	776,598	76,655	61.49	3.65 * .6326	64.3	19,997 181,211	34,058 128,231	8.61 * .3562	44,764	60	78,792	85.5	48,993 233,774	7.10 * .3895	2,450

For Louisiana County figures, see page 163

ARKANSAS

			1	1				1		1	- 11		1 1		1	- 1	
Blytheville	Mississippi		100,000	10,098	14.59	.54	72.9	2,668	4,772	1.87	8,133	26 42		26.5	5,256	1.11	1,97
El Dorado	Union		96,220	16,421	29.48	.89	76.5	4,450	7,294	2.86	4,158	42		49.1	8,522	1.79	1,91
Fayetteville	Washington		100,000	7,394	18.84	.40	95.4	1,991	3,657	1.43	3,340	38 39		69.1	1,832	.39	921
Fort Smith	Sebastian	100	202 700	31,429	57.73	1.69	88.8	8,183	12.800	5.01 * .1165	21,140	38	23,282	69.9	20,785	4.37	2,540
Fort Smith	Physics	150	293,750	0.010	00 44	* .2392	40.0	68,901	41,931		2 024	20		24.2	76,436	.1208	*****
Helena	Phillips	1 4 - 4 4 1	85,000	8,316	20.44	.45	46.8	2,553	3,128	1.22	3,831	38		34.3	2,681	.56	1,050
Hot Springs	Garland		150,000	20,238	56.16	1.10	79.2	5.34€	9,114	3.57	3.285	33		68.6	12,510	2.63	2,34
Jonesboro	Craighead		150,000	10,326	23.08	.56	87.2	2,589	4,805	1.88	5,741	33 36		35.3	5.010	1.05	1,93
Little Rock	Pulaski			81,679	59.30		75.9	20,026	33,694	13.19	53,297	56	93,209	87.2	41,354	8.70	2,06
Little Rock		151	1,012,524			* .8251		235,917	139,725	* .3882					250,783	.3962	
North Little Rock	Pulaski			19,418		1.05	68.5	5,023	5,498	2.15		30			10,548	2.22	2,100
Pine Bluff	Jefferson		184,892	20,760	32.40	1.12	70.3	5,528	7,930	3.10	9,974	37	8,041	42.3	9,287	1.95	1,680
†Texarkana	Miller		237,259	10,764		.58	71.0	2,906	10,810	4.23	7,790	16	15,621	48.0	4,097	.86	1,410
*% of U. S. A.																	.,

†See also Texarkana, 1 taxas. For Arkansas County figures, see page 162

OKLAHOMA

												juni .	-				
Ada Ardmore Bartlesville Chickasha Enid	Pontotoc Carter Washington Grady Garfield		95,029 72,985 54,196 62,000 71,663	11,261 15,741 14,763 14,099 26,399	34.68 38.00 53.15 29.60 57.90	.47 .66 .61 .59	94.0 84.4 91.8 88.0 96.1	2,788 4,092 4,006 3,582 7,076	6,671 7,590 6,745 5,579 14,844	1.32 1.51 1.34 1.11 2,95	5,438 4,379 3,580 3,135 18,918	70 46 107 35 45	6,006 7,867 12,865	63.9 76.1 131.3 62.7 124.6	4,965 7,857 11,890 5,688 16,989	.53 .85 1.28 .61 1.83	1,781 1,920 2,968 1,588 2,401
Lawton McAlester Muskogee Oklahoma City Oklahoma City Okmulgee	Comanche Pittsburg Muskogee Oklahoma Okmulgee	152	16,621 40,000 164,629 1,455,076 95,658	12,121 11,804 32,026 185,389	35.32 23.27 48.21 83.61 30.22	.51 .49 1.34 7.75 * 1.1853 .71	92.1 82.8 75.2 91.2 76.3	3,360 2,999 8,363 47,133 340,887 4,440	6,253 5,365 13,528 82,431 307,664 6,463	1.24 1.07 2.69 16.37 * .8546 1.28	4,023 4,673 13,710 181,097	41 34 48 73	4,137 19,276 172,865 8,167	100.8 44.5 79.2 140.0	6,475 5,062 18,691 141,682 546,996 6,869	.70 .54 2.01 15.25 * .8644 .74	1,927 1,688 2,235 3,006
Ponca City	Kay Creek Seminole Pottawatomie Tuisa	160	63,377 60,000 93,393 202,791 653,722	16,136 10,533 11,459 23,283 141,258	16.43 14.39 34.98	.67 .44 .48 .98 5.89 * .5325	92.8 87.2 91.8 93.5 87.7	4,114 2,750 2,949 6,150 36,970 155,420	7,562 4,150 5,347 9,783 63,862 151,162	1.50 .82 1.06 1.94 12.68 * .4199	1,214 719 524 5,045 78,724	74 34 48 36 89	9,051 5,657 12,644 125,455		10,976 5,099 5,232 10,246 118,267 294,386	1.18 .55 .56 1.10 12.73 * .4651	2,668 1,854 1,774 1,866 3,199
Wewoka	Seminole		78,000	10,401	13.07	.43	83.8	2,665	3,580	.71	1,379	28		46.7	4,602	.50	1,727

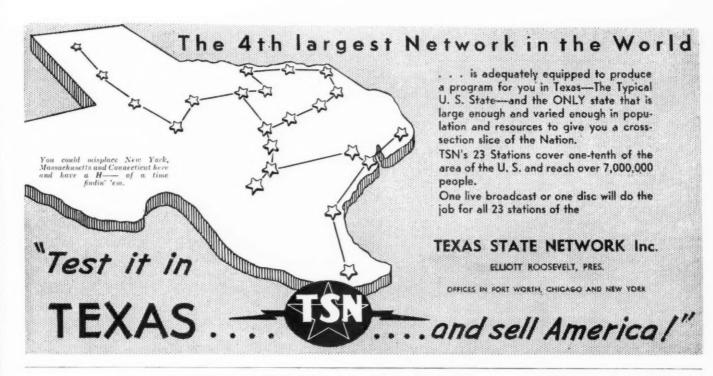
For Uklahoma County ngures, see page 163

TEXAS

Abilene Amarillo Amarillo Austin Austin Beaumont Beaumont Beg Spring	Taylor Potter-Randall Travis Jefferson Howard	157 162 160	211,819 138,041 147,193 275,855 90,000	43,132 53,120 57,732	56.50 68.30 43.26 60.00		91.3 94.1 71.9 66.7 85.9	5,858 10,913 34,190 12,767 34,311 14,448 65,636 3,496	12,564 20,996 52,306 23,668 48,060 27,435 77,592 6,670	.79 1.32 .1453 1.49 .1334 1.73 .2155 .42	22,375 27,544 18,890 27,565	50 64 67 55 45	32,249 32,037 45,430	96.3 123.5 129.0 95.7 66.6	15,190 29,541 94,955 35,045 76,558 40,209 138,603 7,999	.54 1.06 .1499 1.25 .1211 1.44 .2189 .29	2,593 2,707 2,745 2,783 2,288
Brownsville	Cameron Brown Brazos Johnson Nueces		199,852 40,000 10,500 50,000 154,902	12,789 7,814 11,539	28.46 48.48 35.79 34.63 53.51	.38 .22 .13 .19 .47	61.3 95.7 64.5 92.0 51.9	5,021 3,270 2,161 3,027 6,579	4,961 6,527 4,036 5,039 15,739	.31 .41 .25 .32 .99	4,048 4,492 1,325 15,787	26 29 50 31 84	7,152 19,773	50.6 85.1 75.8 69.6 85.8	9,766 7,233 3,020 5,772 19,816	.35 .26 .11 .21 .71	1,945 2,212 1,397 1,907 3,012
Corsicana	Navarro. Dallas. Val Verde. Grayson. Denten.		200,000 1,156,281 22,500 43,000 35,500	15,202 260,475 11,693 13,850 9,587	25.12 79.98 78.35 21.03 29.21	.26 4.47 *.9416 .20 .24 .16	76.2 82.8 31.2 80.6 91.5	4,056 67,119 276,574 2,648 3,816 2,515	8,415 150,584 338,126 3,718 5,102 4,251	.53 9.49 * .9394 .23 .32 .27	5,182 500,940 3,661 2,261 1,473	39 95 40 43 29	238,771	49.8 148.4 78.4 80.3 73.8	8,351 240,554 566,311 6,461 9,021 3,860	.30 8.60 * .8948 .23 .32 .14	2,059 3,584 2,440 2,364 1,535
El Paso. El Paso. Fort Worth. Fort Worth Galveston. Greenville. Harlingen.	El Paso	174	347,647 1,190,328 85,000 18,576 176,452	102,421 163,447 52,938 12,407 12,124	77.83 82.74 82.16 25.30 15.60	1.76 * .2833 2.81 * .9694 .91 .21 .20	41.0 84.0 70.0 82.7 50.5	24,406 81,579 43,040 286,533 13,543 3,372 2,787	37,392 100,592 75,660 320,442 21,090 6,381 6,736	2.36 * .2796 4.77 * .8902 1.33 .40 .42	48,205 148,958 22,848 4,301 3,169	44 56 69 33 6	44,279 208,763 18,761 7,657	122.7 143.1 69.0	72,583 160,930 147,713 560,810 42,864 6,107 5,315	2.60 * ,2545 5.28 * .8863 1.53 .22 .19	2,974 3,432 3,165 1,811 1,907
Henderson Houston Houston Kilgore Laredo Longview	Rusk	161	60,000 1,323,460 200,000 150,000	2,932 292,352 5,000 32,618 5,036	81.36	.05 5.02 * 1.0782 .09 .56	65.7 73.5 47.9 27.7 65.1	752 75,408 315,656 1,220 7,045 1,485	4,499 140,439 346,579 7,500 8,045 7,670	.28 8.85 9626 .47 .50 .48	405,007 8,170 6,154	197 84 75 25 286	4,965 241,807	50.1 138.6 95.2 50.1 95.2	2,100 265,964 649,187 4,650 13,309 4,761	.08 9.51 * 1.0261 .17 .48	2,793 3,527 3,811 1,889 3,206
Lubbock Marshall	Lubbock		30,543 100,000 76,000	20,520 16,203 9,074	52.44 33.11 11.78	.35 .28 .16	91.1 58.4 44.0	4,854 4,135 2,090	13,077 7,244 3,336	.82 .46 .21	17,661	45 43 40		86.4 45.6 50.7	12,366 7,885 3,324	.44 .28 .12	2,548 1,907 1,590

[176]

SALES MANAGEMENT



T E X A S—(Continued)

CITY					POPULA	TION				ES VOLU s-000 or		IN- COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		TIVE BU	
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollar Per Family
Palestine Pampa			150,000 54,196	11,445 10,470		.19	71.1 96.7	2,880 2,689	5,694 9,984	.36 .63	2,227 9,050	58 76		60.0 99.6	6,589 9,229	.24	2,28 3,43
Paris Port Arthur. San Angelo San Antonio. San Antonio. San Benito.	Lamar Jefferson. Tom Green Bexar Cameron	163	200,000 50,902 150,000 992,572 45,000	25,308 231,542	38.16 70.23 79.15	.27 .87 .43 3.97 * .8103	79.0 76.6 82.8 56.5	4,226 12,439 6,473 55,703 224,809 2,352	6,722 17,604 15,671 95,249 250,606 2,489	.42 1.11 .99 6.00 * .6959 .15	3,926 4,581 17,105 105,165	44 50 50	10,882 150,321	103.9	6,043 30,824 17,030 165,661 454,719 4,215		1,43 2,47 2,63 2,97
Sherman Sweetwater Temple Texarkana Texarkana Tyler	Grayson Nolan. Bell Bowie-Miller, Ark. Smith.	155	115,800 36,500 94,023 203,618 141,873		56.17 30.62	.27 .19 .26 .29 * .1660 .29	86.4 85.3 77.6 70.2 75.9	4,234 2,839 3,844 4,418 47,836 4,308	7,567 4,384 6,920 12,618 26,549 20,031	.48 .28 .44 .79 * .0737 1.26	3,449 4,228 3,417 10,929	27 36 33	7,143 9,500 15,621 15,786	72.8 76.6 48.0	8,155 5,087 7,331 7,917 45,700 14,949		1,92 1,79 1,90 1,79
Vernon Victoria. Waco Waco Wichita Fails. Wichita Fails.*% of U. S. A.	Wilbarger Victoria McLennan Wichita	156 158	23,506 112,000 274,561 165,302	52,848 43,690	37.02 53.58	.16 .13 .91 * .2220 .75 * .1345	91.8 65.3 79.0 88.4	2,305 2,024 13,283 67,824 11,702 39,919	4,045 4,368 21,953 60,517 19,941 45,307	1.38	13,190	42	29,618 31,989		3,500 4,500 35,452 103,161 31,677 78,352	1.27 • .1631 1.13	2,70

For Texas County figures, see page 164

Checking

17

27

745 783 288

,059 ,584

,440 ,364 ,535

,432

1.165

,811 ,907

2,793 3,527

3,811 1,889 3,206

NT

ADVERTISING APPROPRIATIONS

"We use the Survey to check over our direct representation regarding territories and business, and to check advertising appropriations."

R. C. CAINE, General Sales Manager, ROCHESTER ENGINEERING & CENTRIFUGAL CORPORATION (Division of AMERICAN LAUNDRY MACHINERY COMPANY)

Setting QUOTAS FOR A NEW INDUSTRY

"Your Bible for sales managers which you issued on April 10, 1937, contains vital information not only for sales managers, but also for advertising agencies as well, and we want to offer our sincere congratulations. We have a suggestion to make. Is there any way of listing the sales of mechanical refrigerators? This is one of the newer industries which is sweeping the country and which

is being followed by air conditioning and air cooling. But mechanical refrigerators, having blazed the way, form the basis for the sale of air cooling devices. I know this data would be rather hard to assemble but SALES MANAGEMENT has nearly always done the impossible."

O. S. BRUCK, BRUCK-SACKS, INC., ADVERTISING, DALLAS

Selling THE SALESMEN ON THEIR TERRITORIES

"Your Survey of Buying Power issue of this year was used by us primarily in checking up on our quota setup and in our discussions with salesmen who seemed a little in doubt about the true conditions, buying power, etc., of their territories or sections of them."

MORIZ M. DREYFUS, Sales and Advertising Manager, PIONEER SUSPENDER CO., PHILADELPHIA

Mountain States—County Data

MONTANA

COUNTY		P (in Thous	OPULA ands, e		nsity)			E OF	RETAIL S 1938 S. M. EST			O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	NT KET
COUNTY	Total 1930	% of U. S. A.	% Urban	Density per sq. ml.	Fami-	White Fami-	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Beaverhead	6.7 8.5 9.0 2.7 12.6	.0054 .0070 .0073 .0022 .0102	24.0	1.2 1.7 2.1 2.3 6.1	1.7 2.0 2.2 .8 3.1	1.7 1.5 1.9 .7 3.1	28.70 45.22	79.58 71.30 54.78	2,379 1,681 2,392 572 1,873	.0066 .0047 .0066 .0016	172 184 232 50 165	72 92 63	951 853 754 758 734	4,139 2,859 3,588 1,306 4,610	.0065 .0045 .0057 .0021 .0073	2,470 1,416 1,635 1,739 1,486	2,484 1,648 1,760 1,744 1,499		135 90 111 85 70
Carter	4.1 41.1 8.6 11.2 5.6	.0034 .0335 .0070 .0092 .0045	63.8	2.2	2.3 2.8	1.0 10.1 2.3 2.8 1.3	79.72 15.19 52.30	20.28 84.81 47.70		.0009 .0443 .0049 .0102 .0032	36 880 92 196 61	64 87 62	491 920 636 740 681	1,500 26,006 3,921 5,365 2,042	.0024 .0411 .0082 .0085 .0032	1,917	1,930	.0053	10
Dawson 168 Deer Lodge 169 fallon 168 forgus 170 Tathead 176	9.9 16.3 4.6 16.5 19.2	.0080 .0133 .0037 .0135 .0156	32.4	21.9 2.8 3.8	2.2 3.7 1.1 4.3 5.1	2.2 3.7 1.0 4.3 5.0	91.06 21.61 35.90	8.94 78.39 64.10		.0063 .0099 .0023 .0115 .0178	138 192 56 233 308	30 61 71	780 783 671 731 986	4,848 7,087 1,966 9,444 10,598	.0077 .0112 .0031 .0149 .0167	1,909 1,865 2,204		.0104 .0028 .0128	7
Gallatin169 Garfield168 Glacier170 Golden Valley168 Granite169	16.1 4.3 5.3 2.1 3.0	.0131 .0035 .0043 .0017 .0025		6.5 0.9 1.8 1.7 1.8			7.06 47.18 11.61	92.94 52.82 88.39	2,620 163	.0010 .0073 .0005	405 33 179 18 71	80 41 58	1,072 376 1,239 626 914	9,973 621 3,063 519 1,474	.0010	511 2,215 937	2,948 940	.0012 .0071 .0008	10
Hill	13.8 4.1 5.2 9.5 18.2	.0078	*****	2.5 2.8 6.3	1.1 1.3 2.5	1.1 1.2 2.1	41.65 20.27 22.85	58.31 79.73 77.15	676 559 2,256	.0019 .0015 .0063	165	45 52 42	824 825 620 1,037 1,087	7,160 1,297 1,384 4,127 12,938	.0022	1,211 1,097 1,682	1,218 1,102 1,836	.0026 .0021 .0071	
Liberty	2.2 7.1 4.8 6.3 2.3	.0058 .0039 .0052		1.5 2.0 1.8 1.7 1.0	1.9 1.2 1.6	1.9 1.2 1.6	12.67 38.44	47.95 7 87.33 4 61.56	1,354 443 1,107	.0038	80 35 104	48 44 50	730 650 628 853 806	3,306 701 2,847	.005	1,748 593 1,756	1,759 593 1,760	.0044 3 .0014 0 .0043	
Mineral	1.6 21.8 7.2 10.9 2.0	.0177 .0059 .0089	67.2 35.5 58.5	4.0	5.6 1.8 2.9	5.5 1.8 2.8	74.93 62.74 55.2	3 25.07 4 37.26 1 44.79	8,193 1,247 3,585	.0227	23	54 60 55	731 1,156 685 996 417	13,314 2,280 6,056	.0210 .0030 .0090	2,383 1,249 2,120	2,40 1,24 2,12	.024 9 .004 5 .010	1 1 1 1 1 1 1
Phillipe	8.2 7.0 3.9 6.2 3.9	.0057 .0032 .0051	56.5	1.6 4.2 1.2 2.7 2.3	1.7 1.0 1.6	1.6 1.0 1.5	26.2 6.1 45.8	2 73.78 8 93.83 5 54.19	2,224 25 1,630	.0062	134 31	71 120 53	731 923 436 844 557	3,467 575 2,995	.005	2,001 57 1,92	2,065 57 1,955	5 .006 7 .001 2 .005	2 1
Ravalli 169 Richland 96 Roosevelt 170 Rosebud 160 Sanders 176	10.3 9.6 10.7 7.4 5.7	.0078		4.3 4.6 4.5 1.5 2.0	2.2 2.6 1.8	2.2 2.2 1.0	25.0 29.5 21.8	9 74.9 0 70.5 4 78.1	2,540 2,63 1,36	.0071 .0073 2 .0038	13 15 11	7 52 8 65 1 87	930 872 682 665 891	5,685 6,020 2,886	.009	2,585 5 2,36 6 1,586	2,61 2,58 1,70	0 .007 5 .008 4 .004	7 3 7
Sheridan	9.9 57.0 6.3 4.0 6.1	.0484 .0051 .0032	69.3	5.9 78.9 3.1 2.1	14.6	14.	97.8 18.9 23.6	1 2.1 7 81.0 0 76.4	19,37 3 1,12 0 85	3 .0531 3 .003 2 .002	95 5 7	6 41 6 52 0 61	86	38,362 7 1,555 3 1,515	2 .060 5 .002 9 .002	6 2,62 5 1,01 4 1,53	2,63 4 1,01 7 1,54	8 .054 8 .002 2 .002	7 188
Toole 170 Treasure 168 Valley 170 Wheatland 170 Wibaux 168	6.7 1.7 11.2 3.8 2.8	.0014		2.	2.	2.	13.0 7 47.2 9 36.2	6 52.7 7 63.7	0 24 4 8,56 3 80	8 .000 5 .023 6 .002	7 8 38 2 6	3 96 4 50 9 66	1,55 75	54 2 5,34 3 1,88	8 .000 9 .008 2 .003	9 1,39 5 1,93 0 1,93	4 2,18 1 1,45 7 1,96 2 1,94 7 1,22	.000 9 .017 12 .002	9
Yellowstone168 Yellowstone Nat'i Park (pt.)	30.6 See			5 11,	7.0	7.	67.8	8 32.1	2 14,16	0 .039	3 86	7 58	1,17	20,95	5 .033	2,71	9 2,77	.039	12

For Montana City figures, see page 182

IDAHO

Ada	37.9 2.9 31.3 7.9 6.4	.0023	56.8	32.9 2.1 17.0 8.0 8.1	9.9 .8 7.3 1.7	9.9 .7 6.9 1.7 1.6	73.35 26.86 66.25 29.61 46.69	26.65 73.14 33.75 70.39 53.31	18,440 452 10,389 1,708 924	.0512 .0013 .0289 .0047 .0026	1,060 48 469 91 80	63 98 47 57 61	1,172 537 831 650 537	23,451 763 17,930 3,632 1,906	.0371 .0012 .0283 .0057 .0030	2,364 1,020 2,473 2,113 1,130	2,372 1,020 2,539 2,119 1,168	.0478 .0017 .0272 .0050 .0033	155 74 107 78 63
Bingham	18.6 3.8 1.8 13.1 19.7	.0031 .0015	17.2 25.0 47.9	8.5 1.3 1.0 7.5 10.3	3.9 1.0 .5 3.5 4.2	3.7 1.0 .5 3.5 4.1	28.70 35.41 57.69 39.76 52.66	71.30 64.59 42.31 60.24 47.34	3,515 822 259 2,605 8,373	.0098 .0023 .0007 .0072 .0233	261 110 30 134 347	47 56 83 52 44	855 1,018 712 594 956	7,541 2,021 466 7,077 8,540	.0119 .0032 .0007 .0112 .0135	1,913 2,064 901 2,005 2,016	1,989 2,081 905 2,009 2,042	.0118 .0037 .0010 .0085 .0183	78 119 67 79 114
Boundary	4.6 1.9 1.4 30.9 2.1	.0016 .0011	42.6	3.6 0.9 1.3 52.2 1.7	1.2 .5 .4 7.7 .5	1.2 .5 .4 7.7	34.54 24.51 37.78 40.99 24.17	65.48 75.49 62.22 59.01 75.83	960 345 244 9,264 559	.0027 .0010 .0007 .0257 .0015	55 21 21 634 37	65 46 37 64 84	709 592 680 1,125 688	2,811 623 547 19,102 1,097	.0044 .0010 .0009 .0302 .0017	2,269 1,241 1,413 2,467 2,194	2,314 1,246 1,417 2,476 2,198	.0033 .0010 .0009 .0296 .0017	89 63 82 117 100

I D A H O—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)			E OF	RETAIL S 1938 S. M. EST			0 SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami-	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	1938-	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Cassia 171 Clark 171 Clearwater 176 Custer 171 Elmore 177	13.1 1.1 6.6 3.2 4.5	.0107 .0009 .0054 .0026 .0037		5.1 0.6 2.6 0.6 1.6	2.8 ,3 1.5 .9 1.3	2.8 .3 1.5 .8 1.2	26.89 53.76 33.02	73.11 46.24 66.98	167 1,409 598	.0017	183 17 94 54 83	49 53 39 51 54	849 637 757 695 671	6,574 378 2,869 1,338 3,327	.0104 .0006 .0045 .0021 .0053	2,371 1,443 1,886 1,580 2,664	2,381 1,477 1,900 1,583 2,692	.0093 .0007 .0044 .0022 .0044	85
Franklin. 171 Fremont. 171 Gem. 177 Gooding. 177 Idaho. 176	9.4 9.9 7.4 7.6 10.1	.0077 .0082 .0061 .0063 .0083	37.2	5.4		1.9 2.1 1.8 1.8 2.5	34.03 48.50 25.32	65.97 51.50 74.68	1,818 1,630 2,028	.0050 .0045 .0056	103 129 163 120 124	45 64 47	810 713 1,097 925 691	3,057 3,601 3,516 3,270 3,475	.0052	1,629 1,727 1,995 1,850 1,329	1,853		71 102 90
Jefferson 171 Jerome 171 Koctenal 176 Latah 176 Lemhi 171	9.2 8.4 19.5 17.8 4.6	.0069 .0159 .0146	42.6 25.1	16.6	5.3 4.5	2.0 1.9 5.3 4.5 1.3	29.69 56.13 52.36	70.31 43.87 47.64	1,871 3,921 4,617	.0052 .0109 .0128	219 285	36 49 54	851 1,033 777 822 788		.0042 .0116 .0148	1,406 1,384 2,060	1,398 1,411 1,390 2,063 1,678	.0052 .0113 .0141	75 71 97
Lewis	5.2 3.2 8.3 8.4 17.6	.0026 .0067 .0068	36.6	11.1	1.7	1.6 1.9	40.37 37.00 28.97	7 59.63 9 62.91 7 71.03	885 1,792 1,858	.0024 .0050 .0052	62 114 169	62 47 60	665 929 794 1,007 821	1,824 1,406 3,833 3,316 9,670	.0022 .0061 .0052	1,857 2,264 1,726	1,885 2,305 1,740	.0026	100 85 94
Onelda	5.9 4.1 7.3 4.4 19.1	.0033	35.7	0.5 17.7 3.2	1.0 1.9 1.1	1.0 1.9 1.0	21.2 46.1 26.5	78.70 3 53.87 5 73.45	5 550 7 1,855 5 856	.0015 .0052 .0024	132 66	68 60 57	653 743 1,158 482 825	1,089 3,394 1,514	.0017 .0054 .0024	1,795	1,086 1,798 1,441	.0021	64 98 7 75
Teton171 Twin Falls171 Valley177 Washington177	3.6 29.8 3.5 7.9	.0243	29.4	0.9	7.3	7.3	51.7	9 48.21 8 43.52	11,418	.0317	614	44 76	688 1,151 837 802	17,93 1,09	.0283	2,452 1,203	2,461 1,207	.0300	126 7 96
STATE TOTAL.	445.0	.3625	29.1	5.3	108.1	106.3	49.0	50.9	124,90	.3470	7,666	53	886	217,46	.3437	2,013	2,031	.363	2 100

For Idaho City figures, see page 182

$C\ O\ L\ O\ R\ A\ D\ O$

								7 11 21	D (
Adams	20.3 8.6 22.6 3.2 10.6	.0165 16 .0070 59 .0184 35 .0026	.3 11.8 .2 26.9 2.6	4.6 2.1 6.0 .8 2.5	4.3 2.0 5.9 .5 2.5	32.22 60.37 35.12 19.90 15.58	67.78 39.63 64.88 80.10 84.42	2,879 3,555 4,330 560 1,471	.0080 .0099 .0120 .0016 .0041	180 179 315 41 96	48 51 47 58 61	674 1,023 1,207 614 561	6,899 3,699 8,085 887 2,923	.0109 .0058 .0128 .0014 .0046	1,487 1,756 1,343 1,142 1,186	1,544 1,814 1,354 1,476 1,190	.0094 .0083 .0137 .0017	57 119 74 65 53
Bent 172 Boulder 172 Chaffee 172 Cheyenne 172 Clear Greek 172	9.1 32.5 8.1 3.7 2.2	.0074 27 .0264 53 .0068 62 .0030 .0018	.1 42.5 .3 7.5	2.0 9.0 2.0 .9 .7	1.9 8.7 1.9 .9	28.39 71.13 67.09 19.48 92.94	71.61 28.87 32.91 80.52 7.06	1,447 11,834 2,604 662 1,295	.0040 .0329 .0072 .0018 .0036	106 669 98 53 110	39 49 44 50 73	754 1,185 885 787 ,694	2,664 18,693 4,065 975 1,463	.0042 .0295 .0064 .0015	1,287 2,077 1,999 1,055 1,964	1,369 2,121 2,085 1,062 1,977	.0046 .0324 .0062 .0021 .0039	123 91 70 217
Conejos 172 Costilla 172 Crowley 172 Custer 172 Delta 172	9.8 5.8 5.9 2.1 14.2	.0080 .0047 .0048 .0017 .0116 20	4.9	2.1 1.3 1.4 .6 3.6	2.0 1.2 1.2 .6 3.4	16.64 18.36 30.47 17.89 29.93	83.36 81.64 69.53 82.11 70.07	1,108 479 991 303 2,917	.0031 .0013 .0028 .0008	103 42 80 24 175	53 58 62 44 56	663 513 779 837 965	1,809 760 1,611 664 6,033	.0029 .0012 .0025 .0010 .0095	876 598 1,130 1,070 1,673	881 619 1,264 1,096 1,720	.0038 .0016 .0032 .0010	48 34 67 59
Denver 172 Dolores 172 Douglas 172 Eagle 172 Eibert 172	287.9 1.4 3.5 3.9 6.6	.2345 100 .0012 .0028 .0032	4.1		75.7 .4 .9 .9	99.12 25.49 28.99 54.75 12.67	71.01 45.25	135,080 195 543 897 845	.3752 .0005 .0015 .0025 .0024	6,877 23 55 88 59	53 85 52 56 49	1,022 608 1,051 1,039 711	199,196 299 1,811 1,784 1,503	.3148 .0005 .0029 .0028 .0024	2,510 767 1,881 1,756 895	2,577 779 1,912 1,832 899	.3492 .0007 .0024 .0033 .0026	149 51 80 103 41
El Paso 172 Fremont 172 Garfield 172 Gilpin 172 Grand 172	49.6 18.9 10.0 1.2 2.1		9.2	4.8 2.6 .4	13.7 4.6 2.5 .4 .6		42.57 69.25 7.96	17,853 4,575 2,707 387 917	.0496 .0127 .0075 .0011 .0025	981 247 142 25 65	58 49 49 58 64	1,065 905 802 1,120 1,181	32,434 8,021 4,136 659 1,132	.0512 .0127 .0065 .0010	1,687 1,585 1,588	2,339 1,727 1,606 1,596 1,829	.0506 .0127 .0071 .0012 .0026	12: 8: 8: 13: 15:
Gunnison 172 Hinsdale 172 Huerfane 172 Jackson 172 Jefferson 172	5.5 .4 17.1 1.4 21.8	.0045 .0004 .0139 33 .0011	0.5 2.2 11.4 0.8	4.0 .4	1.5 .1 3.4 .4 5.8	35.16 65.50 31.38	64.84 34.50 68.62	1,606 48 2,738 360 3,816	.0045 .0001 .0076 .0010	105 4 159 37 360	46 50 51 42 45	846 325 621 1,133 1,356	3,061 59 5,141 841 11,900	.0048 .0001 .0081 .0013	391 1,295 2,151	2,168	.0049 .0001 .0080 .0014	10: 2 5: 12 9:
Kiowa 172 Kit Carsen 172 Lake 172 La Plata 172 Larimer 172	3.8. 9.7 4.9 13.0 33.1	.0106 4	2.1 4.5 6.9 13.2 1.6 7.0 1.2 12.6	2.3 1.4 3.2	2.3 1.3 2.8 8.2	95.93 37.47	82.49 4.07 62.53	575 1,621 1,771 3,391 10,245	.0016 .0045 .0049 .0094	47 67 226 194 594	50 46 74 54 50	794 730 1,218 785 1,128	678 2,472 3,426 5,836 14,293	.0011 .0039 .0054 .0092	2,437 1,802	2,512 1,965	.0017 .0040 .0074 .0096 .0273	5: 5: 18: 9: 10:
Las Animas 172 Lincoln 172 Logan 172 Mesa 172 Mineral 172	36.0 7.9 19.9 25.9	.0064 .0162 .0211	2.5 7.5 3.1 6.0 10.9 9.5 8.2 0.7	2.0 4.5 6.6	7.5 1.9 4.3 6.4	23.76 34.90 44.75	76.24 65.10 55.25	6,632 1,502 6,489 8,688 200	.0184 .0042 .0181 .0241	364 100 254 458 22	48 50 44 51 67	609 767 978 1,095 862	7,575 2,274 6,720 15,051 370	.0120 .0036 .0106 .0238	1,494	1,164 1,529 2,319	.0164 .0043 .0140 .0239 .0008	5 6 8 11 16
Moffat 172 Montezuma 172 Montrose 172 Morgan 172 Otero 172	4.9 7.8 11.7 18.3 24.4	.0149 2	1.0 3.8 0.3 5.2 4.1 14.2 3.5	1.9 2.8 4.3	1.4 1.6 2.6 4.0 5.1	32.40 30.43 40.97	67.60 69.57 59.03	1,240 1,687 3,572 5,169 6,710	.0034 .0047 .0099 .0144 .0186	79 122 207 234 335	45 47 70 40 46	723 787 1,048 1,002 866	2,129 2,374 4,100 6,424 11,065	.0034 .0037 .0065 .0101 .0175	1,251 1,447 1,507	1,357 1,521 1,558	.0036 .0049 .0091 .0122 .0178	9 8
Ouray	1.8 2.1	.0015	3.4		.6			422 994	.0012	40 103	58 54	805 1,875	1,133 1,463	.0018		1,998	.0017	11 20

COUNTY		p (in Thous	OPULA sands, e		nsity)			E OF	RETAIL S 1938 S. M. EST		AUT	O SAI 1938	LES,		ECTIVE B NCOME,			SAL MANA MEI MARI CONTI	AGE- NT KET
	Total 1930 U. S. A. Urban sq. mi. lies				Fami- lies	White Fami-	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car	Ratio 1938- 1937	Per M	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Phillips		.0047 .0014 .0120			1.5 .5 3.5	1.5 .5 3.2	28.67 46.57 41.48	71.33 53.43 58.52	304	.0041 .0008 .0104		36 17 49	1,086 564 811	1,716 728 4,480	.0027 .0012 .0071	1,179 1,351 1,271	1,180 1,356 1,333	.0036 .0009 .0092	77 64 77
Pueblo 172 Rio Blanco 172 Rio Grande 172 Routt 172 Saguache 172	66.0 3.0 10.0 9.4 6.3	.0538 .0024 .0081 .0076 .0051	75.8	27.1 0.9 11.1 4.1 2.0	16.0 .8 2.4 2.5 1.5	14.5 .8 2.3 2.4 1.5	84.07 17.60 48.22 46.83 26.02	51.78 53.17	691 2,812 2,300	.0019	227 153	36 51 43 53 48	917 711 1,086 835 872	25,576 1,185 4,232 3,527 1,193	.0404 .0019 .0067 .0056	1,598 1,585 1,778 1,407 775	1,685 1,545 1,822 1,443 800	.0451 .0020 .0088 .0067 .0032	84 83 109 88 63
San Juan	1.9 2.2 5.6 1.0 4.1	.0016 .0018 .0045 .0008 .0034		4.3 1.7 10.5 1.5 7.6	.4 .6 1.3 .3	.4 .6 1.2 .3 1.4		62.14 28.12	213	.0010 .0013 .0045 .0006	45 77 30	71 51 48 100 76	932 867 1,058 876 1,221	793 735 2,120 418 2,929	.0007	1,625	1,201 1,693 1,271	.0014 .0016 .0040 .0009 .0056	88 89 89 113 165
Washington172 Weld172 Yuma172	9.5 65.0 13.6	.0078 .0530 .0111	18.7	3.8 16.2 5.8	2.3 15.4 3.4	2.3 13.6 3.3		56.21	13,029	.0362	859	34 47 45	736 967 872	1,747 26,176 4,029	.0414	766 1,700 1,205		.0408	
STATE TOTAL	1,035.8	.8436	50.1	10.0	267.3	251.8	63.31	36.69	320,555	.8904	18,091	50	966	502,174	.7936	1,879	1,942	.8749	104

For Colorado City figures, see page 182

WYOMING

		-																t-co-co-graduation	
Albany 172 Big Horn 172 Campbell 172 Carbon 172 Converse 172	12.0 11.2 6.7 11.4 7.2	.0098 .0091 .0055 .0093 .0058	71.5	2.7 3.6 1.4 1.4	3.2 2.6 1.8 2.9 1.8	3.0 2.4 1.8 2.7 1.8	69.16 45.28 22.97 52.87 32.33	54.72 77.03 47.13	6,694 4,406 1,800 5,705 2,539	.0186 .0122 .0050 .0159 .0071	358 215 121 393 178	57 47 64 64 68	1,196 906 635 1,199 831	8,767 5,501 3,640 8,957 4,823	.0139 .0087 .0058 .0141 .0076	2,773 2,137 2,020 3,090 2,616	2,848 2,202 2,032 3,231 2,654	.0170 .0107 .0057 .0168 .0080	173 118 104 181 138
Crook 172 Fremont 172 Goshen 172 Hot Springs 172 Johnson 172	5.3 10.5 11.8 5.5 4.8	.0043 .0085 .0096 .0045 .0039		1.9 1.1 5.4 2.7 1.2	1.4 2.7 2.8 1.5 1.2	1.3 2.3 2.6 1.5	22.23 39.56 24.63 60.62 28.77	60.44 75.37 39.38	656 4,259 2,963 1,668 1,643	.0018 .0118 .0082 .0046 .0046	66 274 227 87 79	63 63 57 44 75	732 1,032 955 694 799	2,688 7,222 5,104 3,341 3,302	.0042 .0114 .0081 .0053 .0052	1,972 2,630 1,849 2,157 2,648	1,977 2,910 1,914 2,178 2,650	.0031 .0125 .0094 .0048	72 147 98 107 118
Laramie 172 Lincoln 171 Natrona 172 Niobrara 172 Park 168	26.8 10.9 24.3 4.7 8.2	.0219 .0089 .0198 .0038 .0067	68.4	2.6	6.3 2.5 6.7 1.3 2.1	6.0 2.4 6.6 1.3 2.1	71.45 48.54 83.84 26.49 41.35	51.46 16.16 73.51	14,302 3,040 14,307 1,555 4,181	.0397 .0085 .0397 .0043 .0116	858 150 661 149 228	59 49 48 61 56	1,326 688 1,092 1,129 1,210	19,659 6,324 16,664 2,265 5,177	.0311 .0100 .0263 .0035 .0082	3,107 2,523 2,481 1,776 2,417	3,205 2,577 2,506 1,781 2,465	.0384 .0088 .0335 .0052 .0106	175 99 169 137 158
Platte 172 Sheridan 172 Sublette 172 Sweetwater 172 Telon 172	9.7 16.9 1.9 18.2 2.0	.0079 .0137 .0016 .0148 .0016	50.5	4.6 6.6 0.4 1.7 0.7	2.4 4.2 .5 4.7	2.2 4.1 .5 4.3	88.61	36.64	2,407 8,349 688 7,265 700	.0067 .0232 .0019 .0202 .0020	155 352 66 369 73	62 51 57 50 67	910 1,067 1,111 894 1,140	4,348 12,661 1,289 14,277 1,320	.0069 .0200 .0020 .0226 .0021	1,852 2,977 2,594 3,056 2,716	1,925 3,020 2,604 3,199 2,716	.0072 .0205 .0024 .0207 .0026	91 150 150 140 163
Uinta	6.6 4.1 4.7 .2	.0054 .0035 .0038	46.7	3.1 1.8 1.9	1.5 1.0 1.2	1.4 .9 1.2		50.90 59.89	2,833 2,414 1,797 772	.0079 .0067 .0050 .0021	147 96 101 32	45 41 70 107	821 1,227 848 1,683	3,767 2,738 3,113 48	.0060 .0043 .0049 .0001	2,571 2,840 2,529 800	2,623 3,012 2,543 800	.0072 .0053 .0051 .0013	133 151 134
STATE TOTAL	225.6	.1837	31.0	2.3	56.9	54.2	53.47	46.53	96,943	. 2693	5,435	55	1,016	146,995	. 2323	2,584	2,654	.2614	142

For Wyoming City figures, see page 182

NEW MEXICO

Bernalillo 173 Catron 174 Chaves 174 Colfax 172 Curry 173	45.4 3.3 19.5 19.2 15.8	.0370 .0027 .0159 .0156 .0129	58.4 57.1 31.7 50.7	37.4 0.5 3.2 5.0 11.2	11.2 .8 4.7 4.4 3.8	10.4 .6 4.0 4.0 3.6	61.32	24.40 78.44 58.64 38.68 54.24	554 8,528 4,646	.0561 .0015 .0237 .0129 .0203	1,077 37 486 258 380	57 67 77 60 63	1,144 752 1,053 693 989	29,933 881 11,067 8,879 7,684	.0473 .0014 .0175 .0140	2,669 1,046 2,350 2,009 2,045	2,779 1,229 2,568 2,131 2,098	.0531 .0016 .0222 .0134 .0174	144 59 148 88 135
De Baca	2.9 27.5 15.8 19.1 7.0	.0024 .0224 .0129 .0155 .0057	21.1 23.4 18.4	1.2 7.2 3.7 4.8 2.3	.7 6.3 3.6 4.5 1.6	2.9 2.6 2.4 1.5	24.74 22.63 50.08 50.29 20.51	75.26 77.37 49.92 49.71 79.49	4,711 6,663 3,392	.0018 .0131 .0185 .0094 .0022	64 261 525 227 68	45 54 72 45 56	850 689 1,278 728 502	658 10,148 7,512 7,862 2,033	.0010 .0160 .0119 .0124 .0032	922 1,616 2,075 1,756 1,291	1,073 2,320 2,478 2,391 1,306	.0020 .0142 .0192 .0112 .0030	83 83 149 72 53
Harding. 172 Hidalgo 174 Lea 174 Lincoln 174 Luna 174	4.4 5.0 6.1 7.2 6.2	.0036 .0041 .0050 .0059 .0051	54.0	2.1 1.5 1.4 1.5 2.1	1.0 1.2 1.6 1.6	1.0 .8 1.5 1.1 1.0	15.92 36.51 54.47 31.36 48.04	84.08 63.49 45.53 68.64 51.96	1,180 5,091 1,819	.0020 .0033 .0141 .0051 .0046	41 55 972 80 87	53 47 68 49 46	564 853 3,880 697 831	674 2,119 4,200 2,350 2,655	.0011 .0034 .0066 .0037 .0042	657 1,785 2,684 1,446 1,812	659 2,252 2,701 1,795 2,231	.0017 .0032 .0237 .0043 .0044	47 78 474 73 88
McKinley	20.7 10.3 9.8 10.8 21.4	.0168 .0084 .0080 .0088 .0174	29.0 31.6 38.2	3.7 5.6 1.5 3.7 3.6	4.7 2.3 2.3 2.6 4.8	1.7 2.3 1.5 2.5 4.4	53.40 8.84 42.61 27.52 13.42	46.60 91.16 57.39 72.48 86.58	2,436 3,202	.0171 .0016 .0068 .0089 .0050	277 31 148 247 79	50 53 68 72 59	537 255 614 759 239	10,005 1,457 3,070 4,684 2,874	.0158 .0023 .0049 .0074 .0046	2,124 645 1,335 1,800 594	3,304 646 1,677 1,824 623	.0158 .0018 .0065 .0097 .0046	94 21 81 110 26
Recevelt	11.1 11.2 14.7 23.6 19.6	.0090 .0091 .0120 .0193 .0159	22.6 38.4 57.1	4.5 2.9 2.7 4.8 9.9	2.5 2.5 3.2 5.3 4.5	2.5 1.8 1.5 5.3 4.3	18.20 25.88 15.31 42.68 59.78	81.80 74.12 84.69 57.32 40.22	1,854 4,048	.0056 .0029 .0051 .0112 .0222	185 51 104 262 444	70 84 60 66 62	928 319 390 596 944	2,600 1,911 2,935 7,588 11,371	.0041 .0030 .0046 .0120 .0180	1,032 763 920 1,421 2,526	1,037 904 1,300 1,430 2,593	.0065 .0029 .0051 .0123 .0211	72 32 43 64 133
Sierra	5.2 9.6 14.4 9.3	.0042 .0078 .0117 .0075	*****	1.7 1.2 6.4 2.8	1.3 2.3 3.2 2.2	.8 2.0 3.0 2.2	38.18 19.30 15.10 14.60	61.82 80.70 84.90 85.40	1,310 1,220	.0025 .0036 .0034 .0049	87 61 59 60	67 52 55 35	1,016 495 283 592	2,020 2,320 1,397 1,294	.0032 .0037 .0022 .0020	1,577 1,023 433 581	2,002 1,094 448 583	.0034 .0035 .0029 .0033	81 45 25 44

NEW MEXICO—(Continued)

COUNTY		P (In Thous	OPULA ands, e		nsity)		TYPE	E OF STRY	RETAIL S 1938 S. M. EST		AUT	0 SAI 1938	.ES,		CTIVE B			SAL MANA MEI MARI CONTI	AGE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Families	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car		Regis- tration Per M Fami- lies	Dollars	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power	Buy- ing Power Index
Union	11.0 16.2	.0090		2.8	2.6 3.7	2.6 2.8			1,775 2,428	.0049 .0068	141 101	63 52	652 468	2,643 3,184					
STATE TOTAL .	423.3	.3448	25.2	3.5	98.5	79.1	37.74	62.26	108,413	.3011	6,955	61	773	160,008	. 2529	1,624	1,827	.3052	89

ARIZONA

Apache 185 Cochise 174 Coconino 185 Gila 185 Graham 185	17.8 40.9 14.1 31.0 10.4	.0144 .0333 .0114 .0252 .0084	43.5 27.6 47.8	1.6 6.6 0.8 6.6 2.2	3.4 10.2 3.2 7.7 2.3	.9 7.2 1.8 4.9 1.7	73.39 60.37 79.79	80.29 26.61 39.63 20.21 66.26	1,852 10,611 6,660 5,703 2,896	.0052 .0295 .0185 .0158 .0080	178 458 258 293 137	68 36 72 34 42	368 671 786 551 908	2,951 17,361 7,850 9,130 3,282	.0047 .0274 .0124 .0144 .0052	861 1,699 2,440 1,187 1,404	1,479 2,035 3,249 1,496 1,639	.0064 .0269 .0148 .0151 .0068	44 81 130 60 81
Greenlee 174 Maricopa 185 Mohave 184 Navajo 185 Pima 186	9.9 150.9 5.6 21.2 55.7	.0081 .1234 .0045 .0173 .0453	36.7 18.4 58.3	5.3 17.0 0.4 2.1 5.9	2.4 36.9 1.7 4.7 13.9	1.3 28.3 1.3 2.0 9.0	49.36 65.06 34.95	50.64 34.94 65.05	784 57,625 3,433 5,784 21,976	.0022 .1601 .0095 .0161 .0610	98 2,973 158 231 1,091	63 58 64 57 52	576 1,145 1,175 472 1,113	1,814 91,690 4,140 8,296 31,223	.0029 .1449 .0066 .0131 .0493	768 2,487 2,511 1,748 2,241	1,041 2,865 2,847 2,589 2,805	.0034 .1532 .0081 .0137 .0557	42 124 180 79 123
Pinal 185 Santa Cruz 186 Yavapai 185 Yuma 184	22.1 9.7 28.5 17.8	.0179 .0079 .0232 .0145	62.0 36.7 26.9	4.1 7.9 3.5 1.8	5.1 2.3 7.3 4.9	2.6 1.1 5.2 3.3	69.98 78.08	30.02 21.92	3,746 2,883 10,407 7,164	.0104 .0080 .0289 .0199	339 148 368 307	54 56 46 48	936 730 783 1,083	7,980 4,336 16,093 8,845	.0126 .0069 .0254 .0140	1,554 1,922 2,205 1,822	2,140 2,702 2,622 2,234	.0138 .0075 .0245 .0168	76 95 106 114
STATE TOTAL	435.6	.3548	34.4	3.8	106.0	70.6	53.11	46.89	141,524	.3931	7,037	52	922	214,991	.3398	2,028	2,499	.3663	103

For Arizona City figures, see page 183

UTAH

Beaver 171 Box Elder 171 Cache 171 Carbon 171 Daggett 172	5.1 17.8 27.4 17.8 .4	.0042 .0145 .0223 .0145 .0003	28.6 36.3 38.1	1.9 3.3 23.6 12.0 0.5	1.2 3.8 6.2 3.9	1.2 3.7 6.2 3.7	36.57 38.48 45.77 88.80 10.43	63.43 61.52 54.23 11.20 89.57	850 3,906 7,044 4,597 42	.0024 .0109 .0196 .0128 .0001	42 218 330 261	63 47 51 47 25	564 818 828 814 500	1,431 6,542 12,246 7,232 139	.0023 .0103 .0194 .0114 .0002	1,184 1,706 1,967 1,851 1,544	1,195 1,738 1,969 1,903 1,544	.0023 .0108 .0187 .0126 .0001	55 74 84 87 33
Davis 171 Duchesne .171 Emery .171 Garfield .171 Grand .172	14.0 8.3 7.1 4.7 1.8	.0114 .0067 .0057 .0038 .0015	18.3	51.0 2.5 1.6 0.9 0.5	3.1 1.7 1.5 .9	3.0 1.7 1.4 .9	32.69 24.28 24.14 26.85 34.11	67.31 75.72 75.86 73.15 65.89	1,705 1,311 547 312 327	.0047 .0036 .0015 .0009	228 59 41 37 19	46 60 41 70 146	1,005 577 555 413 470	3,093 1,859 877 564 588	.0049 .0029 .0014 .0009	1,002 1,083 593 627 1,374	1,022 1,106 600 627 1,434	.0072 .0032 .0017 .0012 .0009	63 48 30 32 60
Iron. 171 Juab 171 Kane 171 Millard 171 Morgan 171	7.2 8.6 2.2 10.0 2.5	.0059 .0070 .0018 .0081 .0021	50.0 65.2	2.2 2.5 0.5 1.5 4.1	1.6 2.1 .4 2.2 .6	1.6 2.0 .4 2.1	59.37 27.33 22.17	51.67 40.63 72.67 77.83 55.76	2,966 1,577 238 1,433 387	.0082 .0044 .0007 .0040	120 69 17 118 68	55 41 61 68 58	697 533 451 591 1,074	3,147 2,918 490 2,270 670	.0050 .0046 .0008 .0036 .0010	1,913 1,417 1,116 1,057 1,234	1,949 1,447 1,119 1,072 1,245	.0065 .0042 .0008 .0046 .0019	110 60 44 57 90
Piute 171 Rich 171 Salt Lake 171 San Juan 172 Sanpete 171	2.0 1.9 194.1 3.5 16.0	.0016 .0015 .1580 .0028 .0130	76.6	2.6 1.8 256.7 0.5 9.9	.4 .3 46.1 .7 3.6	.4 .3 45.4 .4 3.6	41.95 9.53 89.40 10.70 29.92	58.05 90.47 10.60 89.30 70.08	210 143 69,810 229 2,034	.0006 .0004 .1939 .0006	14 13 3,537 17 97	48 35 50 106 36	559 734 995 246 554	356 233 132,646 446 3,429	.0006 .0004 .2096 .0007 .0054	862 615 2,875 607 954	868 620 2,903 782 956	.0006 .0005 .1958 .0007 .0053	38 33 124 25 41
Sevier 171 Summit 171 Tooele 171 Uintah 172 Utah 171	11.2 9.5 9.4 9.0 49.0	.0094 .0078 .0077 .0073 .0399	27.3 44.9 54.5	5.7 5.1 1.4 2.1 24.1	2.4 2.1 2.2 2.0 10.6	2.4 2.1 2.1 1.8 10.6	28.19 61.38 59.16 24.39 56.82	71.81 38.62 40.84 75.61 43.18	2,276 1,607 1,529 1,130 11,123	.0063 .0045 .0042 .0031 .0309	126 105 105 75 725	43 47 28 60 51	771 704 760 485 868	4,655 2,185 2,175 2,442 17,885	.0074 .0035 .0034 .0038 .0283	1,937 1,029 1,000 1,225 1,681	1,939 1,038 1,013 1,298 1,686	.0068 .0045 .0044 .0036 .0323	72 58 57 49 81
Wasatch 171 Washington 171 Wayne 171 Weber 171	5.6 7.4 2.1 52.2	.0046 .0060 .0017 .0425	77.1	4.8 3.0 0.8 96.4	1.2 1.6 .4 12.5	1.2 1.6 .4 12.2	33.09 18.45	47.60 66.91 81.55 23.11	939 1,191 104 17,999	.0026 .0033 .0003 .0500	45 53 16 744	41 50 41 54	710 493 549 905	1,367 2,359 227 31,919	.0022 .0037 .0004 .0504	1,134 1,504 582 2,562	1,137 1,516 584 2,592	.0024 .0033 .0005 .0464	52 55 29 109
STATE TOTAL	507.8	.4136	52.4	6.2	115.9	113.4	64.47	35.53	137,566	.3821	7,302	50	853	246,390	.3894	2,125	2,152	.3838	93

For Utah City figures, see page 183

NEVADA

Churchili. 179 Clark 184 Deuglas 179 Elko 171 Esmeralda 179	5.1 8.5 1.9 10.0	.0041 .0069 .0015 .0081	60.5	1.0 1.1 2.5 0.6 0.3	1.4 2.7 .4 2.6	1.3 2.3 .4 2.3 .4	88.58 33.06	11.42 66.94 52.45	1,859 7,176 776 2,974 268	.0052 .0199 .0022 .0083 .0007	89 401 38 226 71	48 55 50 51 88	983 1,543 1,550; 878 1,095	3,086 10,073 1,429 7,879 1,442	.0049 .0159 .0023 .0125 .0023	2,214 3,783 3,331 3,044 3,176	4,088 3,581 3,291	.0049 .0189 .0022 .0109 .0022	120 274 147 135 244
Eureka	1.3 3.8 1.7 3.6 3.8	.0011 .0031 .0014 .0029		0.3 0.4 0.3 0.3 2.5	1.1 .6 .9	.3 .9 .5 .8	60.42 56.37 67.97 70.42 47.28	43.63 32.03 29.58	228 1,644 582 847 692	.0006 .0046 .0016 .0024	20 98 23 91 71	43 64 44 54 42	747 876 607 862 1,093	659 2,985 1,192 1,781 1,973	.0010 .0047 .0019 .0028 .0031	1,771 2,679 1,919 2,081 1,919	1,933 2,924 2,152 2,167 2,038	.0009 .0048 .0016 .0033 .0029	82 155 114 114 94
Mineral 179 Nye. 179 Ormsby 179 Pershing 179 Storey 179 Washoe 179 White Pine 171	1.9 4.0 2.2 2.7 .7 27.1 11.7	.0015 .0032 .0018 .0022 .0005 .0223 .0096	84.8	0.5 0.2 14.2 0.4 2.7 4.3 1.3	.6 1.5 .6 .7 .3 7.3 3.0	.5 1.4 .5 .6 .2 7.0 2.8		18.88 20.78 33.61 3.07 13.85	535 1,510 989 906 293 16,348 3,287	.0015 .0042 .0027 .0025 .0008 .0454 .0091	26 67 85 41 42 1,024 233	35 35 46 44 69 62 49	701 498 1,359 909 1,976 1,341 881	1,288 2,824 2,026 1,711 808 22,141 7,433	.0020 .0045 .0032 .0027 .0013 .0350	2,058 1,890 3,417 2,424 3,298 3,028 2,499	3,573 2,546 3,353	.0016 .0041 .0034 .0024 .0015 .0445	107 128 189 109 300 200 114
STATE TOTAL	91.1	.0742	37.8	0.8	25.5	23.1	73.23	26.77	40.892	.1136	2.646	55	1.097	70,730	.1118	2,777	2,929	.1210	163

For Nevada City figures, see page 183

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Mountain States—City Data

MONTANA

					POPUL	ATION				S VOLU -000 on		COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		TIVE BU	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	White	Fami- lles	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollar Per Family
Anaconda Billings Billings Bozeman Butte Butte Great Falls Great Falls	Deer Lodge	168 169 170	138,217 17,111 183,590 162,982	12,494 16,380 6,855 39,532 28,822	53.05 42.51 69.39	2.32 3.05 1127 1.28 7.35 1496 5.36	99.0 97.2 99.7 98.7 98.6	3,195 4,442 34,123 1,854 10,199 47,447 7,308 41,255	3,480 13,067 35,868 3,989 19,136 59,427 14,838 54,074	2.17 8.15 * .0996 2.49 11.93 * .1650 9.25 * .1501	1,370 21,103 15,090	82 127	18,639 26,199 20,451		6,614 12,749 60,648 4,700 28,241 108,745 19,585 85,718	6.99	2,53 2,76 2,68
Havre Helena Kalispell Miles City. Missoula	Hill Lowis and Clark Flathead. Custer. Missoula		40,000 25,649 22,000 39,289 68,156	6,372 11,803 6,094 7,175 14,657	64.77 31.74	1.19 2.20 1.13 1.33 2.73	97.7 97.3 99.2 98.7 98.9	1,500 3,413 1,624 1,792 3,888	3,389 8,075 4,163 3,186 7,842	2.11 5.03 2.59 1.99 4.89	2,526 3,351 1,303 1,309	134 61	4,141 12,407	72.1 171.8 97.5 101.7 129.8	3,396 9,638 3,602 3,677 9,681	1.21 3.44 1.29 1.31 3.47	2,26 2,8 2,2 2,0 2,4

*% of U. S. A.

Montana County figures, see page 178

IDAHO

Boise. Boise. Idaho Falls. Lewiston. Nampa. Pocatello.	Ada	177	132,378 53,710 69,131 85,000 57,495	9,403	47.95	* .1081 2.12 2.12	99.1 98.5 99.0 99.4 96.2	5,887 33,849 2,164 2,520 2,172 4,139	44,757 6,767	5.42 4.52 3.25	3,704 4,322 2,114 5,409	106 61 68 48 79	35,196 7,235	90.1 99.2 101.2 60.5	15,012 70,647 4,869 5,960 5,756 10,927	6.90 * .1118 2.24 2.74 2.65 5.02	2,550 2,250 2,365 2,650 2,640
Twin Falls	Twin Falls		77,920	8,787	29.46	1.97	99.0	2,234	7,282	5.83	5,312	79	14,945	103.3	5.864	2.70	2,625

°% of U. S. A.

For Idaho County figures, see page 178

COLORADO

	III	0							1			il	1		ı - I		
Boulder	Boulder		18,696	11,223	34.56	1.08	98.7	3,432	6,305	1.97	647	48	3,820	142.6	7,660	1.53	2,232
Colorado Springs	El Paso		53,711	33,237	67.05	3.21	95.7	9,994	15,351	4.79	7,460	69	12,556	160.2	24,875	4.95	2,489
Denver	Denver			287,861	100.00	27.79	94.9	79,351	135,080	42.14	283,202	79	194,694	175.4	199,196	39.67	2,510
Denver		172	1,373,399			* 1.1183		349,877	430,496	* 1.1956					673,219	* 1.0639	
Fort Collins	Larimer		33,137	11,489	34.69	1.11	94.1	3,162	6,141	1.92	730	45	5,272	120.9	5,692	1.13	1,800
Grand Junction	Mesa		52,644	10,247	39.55	.99	95.6	2,679	6,719	2.10	4,735	76	7,713	117.6	6,564	1.31	2,450
Greeley	Weld		65,075	12,203	18.75	1.18	97.4	3,438	7,144	2.23	4,072	55	7,075		6,360	1.27	1,850
Pueblo	Pueblo		102,602	50,096	75.86		90.1	12,321	15,741	4.91	11,490	50	21,352	104.0	21,254		1,725
Sterling	Logan		50,000	7,195	36.07	.70	97.2	1,717	4,382	1.37	1,679	43		90.5	2,824	.56	1,645
Trinidad	Las Animas		30,000	11,732	32.58	1.13	91.6	3,082	4,933	1.54	2,828	38		55.4	2,990	.60	970

*% of U. S. A.

For Colorado County figures, see page 179

WYOMING

	1				18	1			II	R II		11 1		
Casper Natrona	72,097	16,619 68.47	7.37	97.7	4,637	12,035	12.41	6,622	87	7,747	150.4	12,149	8.27	2,620
Cheyenne Laramie				92.7	4,569				114	18,406		14,849		3,250
Laramie Albany	12,804	8,609 71.50			2,309	5,140	5.30		90	3,257	137.3	6,788	4.62	2,940
Sheridan Sheridan	38,726	8,536 50.58	3.78	98.3	2,362	6,400	6.60	1,875	85	5,451	130.2	7,381	5.02	3,125

For Wyoming County figures, see page 180

NEW MEXICO

			0 0 0	
Albuquerque Bernalillo	26,570 58.48 6.28 95.2	6,783 18,511 17.07 14,067	97 30,454 85.4	18,653 11.65 2,750
Albuquerque	213,474 * .1738	49,898 59,450 * .1652		86.722 * .1370
Clovis Curry	70,000 8,027 50.77 1.90 91.4	1,956 4,975 4,59 2,096	51 72.8	4,192 2.62 2,143
Roswell Chaves	37,563 11,173 57,15 2,64 80,0	1,956 4,975 4.59 2,096 2,850 7,424 6.85 6,681	51 72.8 84 2,895 93.2	6.997 4.37 2.455
Santa Fe Santa Fe	17,100 11,176 57.12 2.64 94.2	1,956 4,975 4.59 2,096 2,850 7,424 6.85 6,681 2,608 6,937 6.40	75 84.0	4,192 2.62 2,143 6,997 4.37 2,455 6,872 4.29 2,635

*% of U. S. A.

For New Mexico County figures, see page 180

On the Basis of

THE SALT LAKE MARKET HAS A POPULATION OF 1,173,021

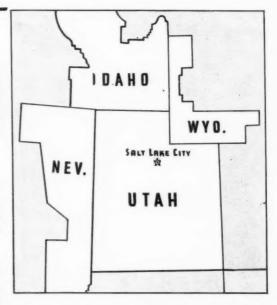
Here are up-to-date figures showing the unusual sales-fertility of the vast Salt Lake Market Area.

The 784,624 people in this market have a buying power equal to that of 1,173,021 average Americans.

In other words the buying power index of this entire region is 49.5% above the national average.

Salt Lake City itself, key city of this territory, with a population rank of 63, is 20th in effective buying income per family; 23rd in auto registrations per 1,000 families. In 1938, Salt Lake City ranked 56th in retail sales as against 57th in 1937.

The Salt Lake Tribune-Telegram, among the first four newspapers of the nation in per cent of home coverage of the entire state, and with one of the lowest milline rates in the publishing field, offers a logical "A" schedule set-up for sales-seeking advertisers.



The Salt Lake Tribune-Telegram serves this rich four-state market with 44% daily, 51% Sunday unduplicated home coverage; serves Salt Lake City with 94% daily, 96% Sunday unduplicated home coverage.

National Representatives: REYNOLDS-FITZGERALD, INC.

The Salt Lake Tribune Salt Lake Telegram

EVENING ONLY

Color Representatives: Member, ASSOCIATED WEEKLY

ARIZONA

				,	POPULA	TION				ES VOLU s-000 on		IN- COME TAX	LOCAL NEWS-	SCALE		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	PAPER CIRCU- LATION	LIVING	Dollars (000 omitted)	% State	Dollars Per Family
Flagstaff	Coconino	185	295,941	3,891 7,157 48,118		.89 1.67 11.05 * .2412	67.7 84.2 78.6	969 1,824 12,558 70,723	3,800 1,425 41,035 94,673	2.69 1.01 29.00 * .2630	900	80 46 112	50,648		2,544 2,371 33,279 147,272	1.18 1.10 15.48 * .2327	2,625 1,300 2,650
Prescott	Yavapai Pima Yuma	186	35,000 65,360 27,500	32,506	58.38	1.27 7.46 • .0532	83.2 64.1 66.5	1,564 8,206 16,186 1,253	2,517 19,314 24,859 4,291	1.78 13.65	889 10,777	108 84 123	20,512	79.4 107.1 76.5	3,754 20,228 35,559 2,481	1.75 9.41 * .0562 1.15	2,40 2,46 1,98

UTAH

Logan Cache Ogden Weber Provo. Utah Salt Lake City Salt Lake 171	65,632 40 65,000 14	,979 36.39 ,272 77.19 ,766 30.12 ,267 72.26	1.96 7.91 2.91 2.76 .6022	2,437 9,951 3,199 34,410 169,021	4,574 17,990 5,921 62,974 203,423	4.30 45.78	1,710 32,561 4,331 105,796	38 53 30 64		60.6	5,781	2.07 10.86 2.34 42.60 .5737	2,09 2,69 1,80 3,05
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*% of U. S. A. For Utah County figures, see page 181

NEVADA

Las Vegas Clark. Reno. Washoe 179	20,000 5,165 18,529 57,194	60.54 5.67 89.5 68.24 20.33 97.4	1,714 4,352 10.64 5,018 15,333 37.50 16,388 26,628 0.0739	1,513 122 7,436 138 17,76	230.2 6,556 .93 3,825 1 183.1 16,519 2.34 3,292 43,564 .0689
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*% of U. S. A. For Nevada County figures, see page 181

> An index to city and county figures, by states and sections, appears on page 5; an index to advertisers, on page 204.

143 455 635

Pacific States—County Data

WASHINGTON

COUNTY		P (In Thous	OPULA ands, e		nsity)			E OF STRY	RETAIL S 1938 S. M. EST		AUT	O SAL 1938	ES,		CTIVE B			SAL MANA MEI MARI CONTI	GE- NT KET
	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. S. A.	New Pas- senger Car	Ratio 1938 1937	Regis- tration Per M Fami- lies	Dollars (in thousands)	U. S. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Powe Index
Adams 176 Asotin 176 Benton 175 Chelan 175 Ciallam 175	7.7 8.1 11.0 31.6 20.4	.0063 .0066 .0089 .0258 .0167	35.2 36.7 49.8	4.0 13.4 6.6 10.9 11.8	1.9 2.2 2.9 8.3 5.5	1.8 2.2 2.9 8.2 5.2	30.50 26.73 61.81	69.50	2,262 1,314 2,423 15,614 7,026	.0063 .0036 .0067 .0434 .0195	99 66 94 533 267	33 42 46	788 830 818 1,136 1,018	4,114 2,335 4,756 21,024 12,782	.0065 .0037 .0075 .0332 .0202	1,055 1,622 2,535	1,056 1,627 2,543	.0060 .0036 .0064 .0348 .0179	95 55 72 135 107
Clark 178 Columbia 176 Cowlitz 178 Douglas 176 Ferry 176	40.3 5.3 31.9 7.6 4.3	.0328 .0043 .0260 .0062 .0035	49.6 47.4 53.0	63.6 6.2 27.7 4.2 1.9	10.8 1.5 8.3 2.1 1.2	10.8 1.5 8.2 2.1 1.1	36.77 79.77 14.77	20.23	11,575 1,506 10,191 1,213 570	.0322 .0042 .0283 .0034 .0016	431 87 391 84 39	57 34 40	1,166 714 1,170 512 591	18,626 3,435 17,921 1,871 1,157	.0295 .0054 .0283 .0030 .0018	2,346 2,156 891	894	.0280 .0047 .0256 .0036 .0018	95 109 98 58 51
Franklin 176 Garfield 176 Grant 176 Grays Harbor 175 Island 175	6.1 3.7 5.7 60.0 5.4	.0050 .0030 .0046 .0489 .0044	56.9	5.1 5.3 2.1 32.1 25.8	1.6 .9 1.5 15.7	1.5 .9 1.5 15.4 1.7	30.48 48.22 82.28	69.52 51.78 17.72	2,416 1,354 3,350 16,959 802	.0067 .0038 .0093 .0471 .0022	105 50 238 593 53	40 46 28	834 897 2,185 825 796	2,679 2,834 2,853 30,018 1,312	.0042 .0045 .0045 .0474 .0021	3,094 1,877	3,094 1,877		
Jefferson 175 King 175 Kitsap 175 Kittitas 175 Kilckitat 178	8.3 463.5 30.8 18.2 9.8	.0068 .3775 .0251 .0148 .0080	47.6 80.5 33.0 39.2	83.0	2.3 128.8 8.8 4.5 2.7	2.2 125.0 8.6 4.4 2.6	92.64 63.28 61.37	36.72 38.63	6,268	.0066 .5639 .0309 .0174 .0072	80 8,426 473 291 111	51 37 43	793 937 1,130 1,041 836	4,753 363,571 25,748 10,209 3,994	.5746 .0407 .0161	2,824 2,914 2,268	2,871 2,953 2,286	.5255	90 13: 12: 10: -8:
Lewis 175 Lincoln 176 Wason 175 Okanogan 176 Pacile 178	40.0 11.9 10.1 18.5 15.0	.0326 .0097 .0082 .0151 .0122	13.7	5.2 10.8 3.5	2.6		34.75 69.27	65.25 30.73 39.74	4,851 2,830 6,690	.0285 .0135 .0079 .0186 .0087	479 207 125 302 142	40 32 39	942 1,014 1,088 1,006 791	7,486 5,606	.0118 .0089 .0135	2,416 2,104 1,719	2,419 2,137	.0120	10
Pend Oreille 176 Pierce 175 San Juan 175 Skagit 175 Skamania 178	7.2 163.8 3.1 35.1 2.9	.0058 .1334 .0025 .0286 .0024	36.9	17.4	1.9 45.0 1.0 9.2	9.1	80.08 36.45 58.84	19.92 63.55 41.16	53,583 587 10,129	.0039 .1488 .0016 .0281 .0027	2,283 35 468 30	43 80 39	726 937 631 988 1,138	104,242 1,525 15,022	.1647 .0024 .0238	2,318 1,559 1,631	2,344 1,597 1,642	.1441 .0020 .0254	10
Snohomish 175 Spokane 176 Stevens 176 Thurston 175 Wahkiakum 178	78.9 150.5 18.6 31.3 3.9	.0642 .1226 .0151 .0255 .0031	76.7	7.4	40.5 5.0 8.6	40.2 4.8 8.5	82.89 29.95	17.11 70.05 39.90	11,220	.0626 .1925 .0092 .0312 .0017		49 37 49	1,018 968 723 1,154 764	111,295 6,123 20,206	.1759 .0097 .0319	2,748 1,224 2,352	2,761 1,249 2,367	.1696	13 5 12
Walla Walla . 176 Whatcom . 175 Whitman . 176 Yakima . 175	28.4 59.1 28.0 77.4	.0232 .0482 .0228 .0630	52.1 21.7	22.5 28.4 13.3 15.3	7.1	7.1	60.71	39.29 59.88	18,997 11,826		775 522	44	1,015 977 967 1,210	29,394 17,810	.0465	1,845	1,857	.0465	1 12
STATE TOTAL	1,563.4	1.2734	56.6	23.4	423.8	415.2	72.05	27.95	582,072	1.6168	24,153	45	975	991,476	1.5869	2,338	2,367	1.4799	1

For Washington City figures, see page 188

OREGON

P-140-24								-											
Baker 178 Benton 178 Clackamas 178 Clatsop 178 Columbia 178	16.8 16.6 46.2 21.1 20.1	.0136 .0135 .0376 .0172 .0163	46.9 45.8 12.4 48.9 19.9	5.4 24.1 24.7 25.7 30.3	4.6 4.5 13.3 5.7 5.4	4.6 4.5 13.3 5.6 5.3	39.17 79.51	43.72 49.29 60.83 20.49 42.06	6,320 5,998 10,399 8,528 4,657	.0176 .0167 .0289 .0237 .0129	287 375 685 492 242	52 47 44 55 44	889 1,148 1,069 1,017 937	8,310 7,882 16,281 13,816 7,306	.0131 .0125 .0257 .0218 .0115	1,794 1,757 1,221 2,429 1,354	1,804 1,764 1,224 2,447 1,365	.0152 .0162 .0301 .0237 .0123	112 120 80 138 75
Coos 178 Crook 178 Curry 178 Deschutes 178 Douglas 178	28.4 3.3 3.3 14.8 22.0	.0232 .0027 .0026 .0120 .0179	42.4 59.9 19.8	17.4 1.1 2.0 4.8 4.4	8.0 .9 1.0 4.1 6.4	8.0 .9 .9 4.1 6.4	72.27 23.03 41.65 74.68 38.76	76.97 58.35 25.32	10,822 877 856 6,369 7,000	.0301 .0024 .0024 .0177 .0195	506 66 41 322 337	40 56 34 46 45	1,037 1,149 953 1,195 989	13,406 1,219 859 6,345 9,467	.0212 .0019 .0014 .0100 .0150	1,673 1,401 877 1,546 1,471	1,680 1,401 898 1,548 1,476	.0259 .0026 .0020 .0148 .0173	112 96 77 123 97
Gilliam 178 Grant 178 Harney 178 Hood River 178 Jackson 178	3.5 6.0 5.9 8.9 32.9	.0028 .0048 .0048 .0073 .0268	43.9 30.8 47.2	2.9 1.3 0.6 16.6 11.8	.9 1.7 1.7 2.5 9.5	.9 1.7 1.6 2.4 9.5	38.68 48.65 47.80	61.32 51.35 52.20	2,044 3,841	.0035 .0048 .0057 .0107 .0326	67 122 113 185 604	47 54 40 43 51	848 945 778 1,304 1,117	1,851 2,148 2,160 4,267 26,700	.0029 .0034 .0034 .0068 .0422	2,120 1,280 1,295 1,728 2,805	2,130 1,288 1,310 1,771 2,814	.0033 .0049 .0050 .0090 .0354	118 102 104 123 132
Jefferson 178 Josephine 178 Klamath 178 Lake 178 Lane 178	2.3 11.5 32.4 4.8 54.5	.0019 .0094 .0264 .0039 .0444	40.5 49.6 34.6	1.3 7.0 5.4 0.6 11.9	3.5 8.5 1.3 15.2	3.4 8.1 1.3 15.1		54.22 21.41 54.44	498 4,292 16,340 2,569 18,328	.0014 .0119 .0454 .0071 .0509	39 262 947 151 914	49 62 42 52 41	840 1,279 1,328 1,175 1,158	713 5,566 23,443 2,551 38,344	.0011 .0088 .0371 .0040 .0606		1,617 2,824 1,987	.0015 .0115 .0439 .0063 .0530	79 122 166 162 119
Lincoln. 178 Linn. 178 Malheur. 177 Marion. 178 Morrow. 178 Multnomah. 178	9.9 24.7 11.2 60.5 4.9 338.2	.0081 .0201 .0092 .0493 .0040 .2755	21.5 43.3 89.2	9.8 10.9 1.1 50.7 2.4 779.4	2.8 7.0 2.9 15.6 1.3 97.1	2.7 7.0 2.8 15.5 1.3 95.8	58.49 19.12	65.74 72.32 41.51 80.88	21,489 1,093	.0087 .0188 .0131 .0597 .0030 .4777	140 412 193 1,219 86 7,491	38 46 62 49 54 50	1,103 1,138 1,277 1,370 794 970	3,292 8,343 4,454 41,841 2,096 270,928	.0052 .0132 .0070 .0661 .0033 .4282	1,556 2,678 1,632	1,188 1,560 2,691 1,635		88 89 109 128 90 157

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 7 and following pages.

THE OREGONIAN...THE THREE-MARKET NEWSPAPER!



LOOKED at from any sales angle, the Oregon Market has three lusty divisions. There's Portland with 35% of the market's total retail sales; the Suburban Market (100-mile radius) with another 33%; and the Upstate Market with 32%.

If you're pitching for maximum sales at lowest cost, you must sell ALL THREE divisions. The Oregonian does it for you at one fell swoop. Oregonian circulation closely parallels the sales zones-43% in Portland; 43% in the Suburban Market; 14% Upstate. It's the one newspaper that effectively sells the entire market. Use it. Get yourself three pumpkins instead of one.

OREGONIAN LEADERSHIP INCREASES!

Publishers' statements for 6 months period ending Sept. 30, 1938, show Portland newspaper circulations as follows:

The Oregonian . .111,451 The Oregonian . 147,450 The Journal . . . 101,018

The Journal . . 107,703

News-Telegram . 55,951

The Oregonian leads by 10,433 daily, and by 39,747 Sunday.

THE OREGONI

PAUL BLOCK and ASSOCIATES (New York • Chicago • Boston • Detroit • Philadelphia National Representatives | Cincinnati • San Francisco • Los Angeles • Seattle

O R E G O N—Continued)

COUNTY		P (in Thous	OPULA ands, e		nsity)		TYPE		RETAIL S 1938 S. M. EST		AUTO	0 SAL 1938	ES,		ECTIVE B			MANA MEI MARI CONTI	AGE- NT KET
COUNTY	Total 1930	% of U. S. A.	% Urban	Density per sq. mi.	Fami- lies	White Fami- lies	% Non Farm	% Farm	Dollars (in thousands)	U. Š. A.	New Pas- senger Car	Ratio 1938- 1937	Regis- tration Per M Fami- lies		U. Š. A.	Per Fam- ily	Per White Fam- ily	National Buying Power %	Buy- ing Power Index
Polk 178 Sherman 178 Tillamook 178 Umatilla 178	16.9 3.0 11.8 24.4	.0137 .0024 .0096 .0199	21.5	3.6 10.5	3.2	4.5 .7 3.2 6.1	26.05 64.51	73.95 35.49	708 3,184	.0082 .0020 .0088 .0263	219 69 214 514	50 45 47 59	877 938 987 1,014	4,606 1,261 3,553 11,959	.0020	1,677		.0025	104 89
Union 178 Wallowa 176 Wasco 178 Washington 178 Wheeler 178	17.5 7.8 12.6 30.3 2.8	.0143 .0064 .0103 .0247 .0023	46.5	2.5 5.4		4.7 2.0 3.3 8.4 .6	51.00 33.50	76.16 49.00 68.50	2,167 6,146 7,030	.0195	95 315 507	46 51 59 53 40	927 768 1,006 1,216 1,054	7,130 10,134	.0033 .0113 .0160	2,039 1,198	1,044 2,090 1,201	.0047 .0149 .0206	73 145 83
Yamhill 178	22.0	.0179	26.6	30.9	6.2	6.2	38.39	61.61	7,367	.0205	375	47	1,126	6,629	.0105	1,059	1,064	.0168	94
STATE TOTAL .	953.8	.7768	51.4	10.0	266.3	262.9	66.50	33.50	380,052	1.0556	18,955	48	1,058	579,986	.9168	2,178	2,194	.9859	127

For Oregon City figures, see page 188

CALIFORNIA

																			-
Alameda 183A Alpine 183 Amador 183 Butte 182 Calaveras 181	474.9 .2 8.5 34.1 6.0	.3868 .0002 .0069 .0278 .0049	92.5	648.7 0.3 14.1 20.1 5.9	137.1 .2 2.0 10.1 1.8	131.0 1.8 9.7 1.7	93.95 28.57 71.26 53.72 67.65	6.05 71.43 28.74 46.28 32.35	211,327 2,880 14,488 1,897	.0080 .0402 .0053	11,244 3 172 1,084 160	57 60 67 68 60	1,126 769 1,272 1,346 1,367	352,321 31 3,977 21,834 3,738	.0001 .0063 .0345	477 2,001 2,173	2,636 585 2,098 2,220 2,142	.5762 .0001 .0078 .0437 .0065	149 50 113 157 133
Colusa	10.3 78.6 4.7 8.3 144.4	.0083 .0640 .0039 .0068 .1176	55.6	9.0 110.1 4.6 4.8 24.3	2.7 20.7 1.4 2.7 38.0	2.4 19.4 1.3 2.6 34.3	33.12 85.40 71.61 68.09 51.01	66.88 14.60 28.39 31.91 48.99	4,538 25,889 1,252 3,740 64,426	.0126 .0719 .0035 .0104 .1789	257 1,881 97 237 3,879	52 53 70 52 64	1,294 1,389 909 1,389 1,466	6,417 55,201 2,460 5,627 83,565	.0872 .0039 .0089	2,665 1,747 2,112	2,523 2,763 1,828 2,142 2,329	.0120 .0856 .0042 .0105 .1709	145 134 108 154 145
Glenn. 182 Humboldt 183 Imperial 184 Inyo 184 Kern. 184	10.9 43.2 60.9 6.6 82.6	.0089 .0355 .0496 .0053 .0673	36.4 41.3 38.8	8.2 12.1 14.9 0.7 10.3	3.1 11.8 14.9 2.1 22.3	3.0 11.3 8.9 1.7 19.9	28.14 73.38 38.78 79.24 62.31	71.86 26.62 61.22 20.76 37.69	4,467 15,998 20,857 2,322 44,404	.0124 .0444 .0579 .0064 .1233	288 953 1,324 248 3,060	53 58 55 66 59	1,297 1,168 1,218 1,166 1,870	5,689 23,691 26,746 4,432 65,848	.0090 .0374 .0423 .0070 .1041	1,838 1,999 1,794 2,150 2,958	1,860 2,051 2,317 2,382 3,145	.0122 .0438 .0563 .0088 .1285	137 123 114 166 191
Kings	25.4 7.3 12.6 2,208.4 17.2	.0207 .0058 .0103 1.7988 .0140	27.6 87.2 27.1	21.9 5.8 2.8 536.7 8.1	6.5 2.3 3.1 652.7 4.3	5.6 2.2 2.7 598.6 3.6	44.03 38.73 81.78 94.42 25.75	5.58	11,578 2,440 4,537 1,024,946 4,723	.0322 .0068 .0126 2.8469 .0131	847 135 337 62,659 400	61 55 43 55 53	1,695 1,187 1,370 1,374 1,619	13,548 4,558 6,461 1,874,949 7,915	.0214 .0072 .0102 2.9632 .0125	2,084 1,969 2,117 2,873 1,858	2,271 2,021 2,257 3,014 2,034	.0326 .0070 .0134 3.0228 .0155	157 121 130 168 111
Marin	41.6 3.2 23.5 36.8 8.0	.0339 .0026 .0191 .0299 .0065	49.2 26.1 19.2	78.7 2.2 6.6 18.4 2.1	10.6 1.2 6.3 9.1 2.1	10.5 1.1 6.0 8.2 1.9	65.45 71.40 53.73 29.26 39.87	34.55 28.60 46.27 70.74 60.13	12,809 1,176 6,083 15,136 2,084	.0356 .0033 .0169 .0420 .0058	1,055 125 380 923 170	63 59 56 55 56	1,254 1,349 1,091 1,434 895	30,940 3,128 11,693 20,238 4,231	.0489 .0049 .0185 .0320 .0067	2,928 2,692 1,858 2,228 1,993	2,944 2,780 1,915 2,352 2,098	.0465 .0049 .0184 .0407 .0071	137 188 96 136 109
Mone. 183 Monterey 183 Napa. 183 Nevada 182 Orange. 184	1.4 53.7 22.9 10.7 118.7	.0011 .0437 .0186 .0086 .0966	46.4 28.1 36.0 53.8	0.4 16.1 29.2 10.9 149.3	.3 13.4 5.7 3.2 33.6	.3 12.2 5.6 3.1 30.0	66.97 53.78 44.97 85.90 60.85	55.03 14.10	346 24,204 8,690 7,439 41,687	.0010 .0672 .0241 .0207 .1158	44 1,657 559 375 3,111	70 55 68 63 59	1,278 1,495 1,370 1,665 1,396	626 36,991 12,591 10,341 66,191	.0010 .0585 .0199 .0163 .1046	1,739 2,754 2,205 3,226 1,968	1,914 2,905 2,221 3,255 2,095	.0015 .0706 .0244 .0188 .1274	136 162 131 219 132
Placer 182 Plumas 182 Riverside 184 Sacramento 182 San Benito 183	24.5 7.9 81.0 142.0 11.3	.0199 .0064 .0660 .1157 .0092	37.1 48.7 66.0 33.2	17.3 3.1 11.2 144.5 8.1	6.7 2.1 22.5 35.9 3.0	5.9 2.0 18.7 32.7 2.7	51.37 75.62	48.63 24.38	9,232 2,561 32,675 67,374 3,049	.0256 .0071 .0908 .1871 .0085	612 208 2,065 4,043 196	59 50 51 64 53	1,289 1,211 1,458 1,371 1,195	16,153 4,017 48,690 99,107 5,896	.0255 .0063 .0769 .1566 .0093	2,399 1,905 2,165 2,761 2,002	2,573 1,974 2,396 2,909 2,110	.0276 .0081 .0917 .1846 .0093	139 127 139 160 101
San Bernardino 184 San Diego 187 San Francisco 183 San Joaquin 181 San Luis Obispo183	133.9 209.7 634.4 102.9 29.6	.1091 .1708 .5167 .0838 .0241	62.9 83.0 100.0 56.9 36.6	6.6 49.7 15104.6 71.1 8.9	37.0 63.4 178.6 25.8 8.3	31.3 58.3 170.6 23.9 7.7	78.02 99.55 57.38	21.98 .45 42.62	50,648 102,634 325,539 48,316 12,367	.1407 .2851 .9042 .1342 .0344	2,504	55 59 65 56 62	1,322 1,364 845 1,475 1,317	83,692 173,091 566,847 66,303 19,580	.1323 .2736 .8958 .1048 .0309	2,264 2,731 3,173 2,567 2,352	2,479 2,861 3,256 2,679 2,457	.1419 .2884 .8577 .1231 .0351	130 169 166 147 146
San Mateo 183 Santa Barbara 184 Santa Clara 183 Santa Cruz 183 Shasta 182	77.4 65.2 145.1 37.4 13.9	.0630 .0530 .1182 .0305 .0113	68.8 66.7 65.3 60.7 30.0	173.2 23.8 109.3 86.1 3.6	20.8 17.4 40.1 11.6 4.1	20.1 15.2 38.4 11.1 3.9	67.55 67.17 55.25	32.83 44.75	26,745 32,558 56,235 16,803 7,073	.0743 .0904 .1562 .0467 .0196	931	59 61 63 56 68	1,520 1,416 1,433 1,382 1,392	64,016 49,328 104,132 27,406 8,314	.1012 .0780 .1646 .0433 .0131	3,079 2,832 2,592 2,366 2,029	3,137 3,046 2,660 2,426 2,100	.1030 .0890 .1749 .0461 .0176	163 168 148 151 156
Sierra 182 Siskiyou 183 Solano 183 Sonoma 183 Stanislaus 183	2.4 25.5 40.8 62.2 56.6	.0020 .0208 .0333 .0507 .0461	10.2 42.5 30.3 31.9	2.6 4.1 49.7 39.3 39.1	7.1 10.9 18.2 15.3		47.14 43.17	52.86	735 8,437 14,608 29,440 28,714	.0020 .0234 .0406 .0818 .0798	1,079 1,382	59 42 64 67 59	1,215 1,072 1,233 1,240 1,604	1,565 14,165 28,581 40,466 43,061	.0025 .0224 .0452 .0640 .0681	2,073 1,991 2,620 2,229 2,813	2,144 2,088 2,719 2,254 2,859	.0027 .0233 .0473 .0726 .0787	135 112 142 143 171
Sutter 182 Tehama 182 Trinity 182 Tulare 180 Tuolumne 183	14.6 13.9 2.8 77.5 9.3	.0119 .0113 .0023 .0631 .0076	24.6 25.3 36.5	24.0 4.7 0.9 15.9 4.2	3.8 4.0 .9 20.2 2.6		36.73 51.55 33.05	48.45 66.95	2,761 5,061 793 26,673 3,924	.0077 .0141 .0022 .0741 .0109	1,764	64 54 125 57 63	1,403 1,090 1,084 1,487 1,276	7,352 7,064 1,784 37,694 5,418	.0116 .0112 .0028 .0596 .0086		1,993 1,788 2,074 1,975 2,133	.0132 .0129 .0026 .0751 .0104	111 114 113 119 137
Ventura	54.9 23.6 11.3	.0448 .0193 .0092	51.3 23.4 50.8	29.6 23.3 17.9	14.6 6.0 3.1	11.7 5.4 2.9	36.26	63.74	21,584 8,306 9,869	.0600 .0231 .0274	675	58 65 68	1,350 1,376 1,636	35,198 13,401 9,368	.0556 .0212 .0148	2,214	2,351	.0265	
STATE TOTAL	5,677.2	4.6241	73.2	36.5	1,610.1	1,482.2	79.81	20.19	2,541,075	7.0582	151,501	58	1,304	4,347,667	6.8711	2,733	2,827	7.2690	157



Public education never had a more devout champion than the Los Angeles Examiner. It was the Examiner that initiated the necessary California State legislation for a bond-issue for earthquake-proof schools, and then contributed largely to the successful campaign for its passage. In fact, every project and policy responsible for Southern California's growth and welfare during the past 35 years originated with, or was strenuously championed by, the paper that gets things done, the . . .

LOS ANGELES EXAMINER

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HEARST INTERNATIONAL ADVERTISING SERVICE

Rodney E. Boone, General Manager

No. 9 of a Series.



Pacific States—City Data

WASHINGTON

					POPUL	ATION				ES VOLU		IN- COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		TIVE BU	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollars Per Family
Aberdeen Bellingham Bremerton Centralia Chehalis	Grays Harbor Whatzem Kitsap Lewis Lewis		59,915 100,500 22,500 32,159	21,723 30,823 10,170 8,058 4,907	52.13	1.40 1.97 .65 .52	99.1 99.4 98.6 99.8 99.9	5,963 8,514 3,032 2,354 1,412	10,449 12,455 6,775 2,727 2,681	1.80 2.13 1.16 .47 .46	9,288 7,222 2,236 2,312	44 140	4,609	82.6 109.4 83.5 83.5	12,886 17,581 9,299 4,355 2,542	1.30 1.77 .94 .44 .26	2,161 2,065 3,067 1,856 1,800
Everett Hoquiam Kelso Longview Mt. Vernon Olympia	Snohomish Grays Harbor Cowlitz Cowlitz Skagit Thurston		84.230 60,000 35,635 41,275 15,335 30,000	30,567 12,766 6,260 10,652 3,690 11,733	33.40 10.50	1.86 .82 .40 .68 .24	99.3 99.6 98.9 98.7 99.7 98.7	8,516 3,357 1,700 2,869 1,071 3,454	13,875 2,852 2,400 4,635 3,113 8,939	2.38 .49 .41 .80 .53 1.54	8,511 1,565 661 1,230 3,571	59 47 65 75 92 99		109.0 82.6 92.0 92.0 103.2 111.7	13,183 7,181 3,910 6,837 1,933 9,284	1.33 .72 .39 .69 .18	1,548 2,139 2,300 2,383 1,805 2,688
Port Angeles Seattle Seattle Spokane Spokane Tacoma Vancouver	Cialiam	175 176	20,449 1,148,096 472,992 229,518 40,316	10,188 365,583 115,514 106,817 15,766	78.87 76.77 65.19	.65 23.38 * .9351 7.39 * .3856 6.83 1.01	98.5 95.9 99.0 97.9 99.5	2,773 100,996 313,575 31,897 124,830 30,563 4,151	5,144 185,996 428,510 65,239 165,752 40,936 7,852		1,113 375,711 75,024 52,808	56 94 81 64 41	3,536 264,911 120,155 68,027 6,845	152.4 131.9 114.6	6,619 318,541 746,373 96,712 272,759 75,613 8,016		3,03
Walla Walla Wenatchee Yakima *% of U. S. A.	Walla Walla	1	39,484 55,159 96,427	15,976 11,627 22,101	56.18 36.75 28.55	1.02 .74 1.41	98.5 99.1 97.2	4,050 3,068 5,973	10,974 10,215 19,831	1.89 1.75 3.41	7,032 19,757 21,259	82	14,335 11,595		11,607 8,434 15,613	1.17 .85 1.58	2,860 2,749 2,610

For Washington County figures, see page 184

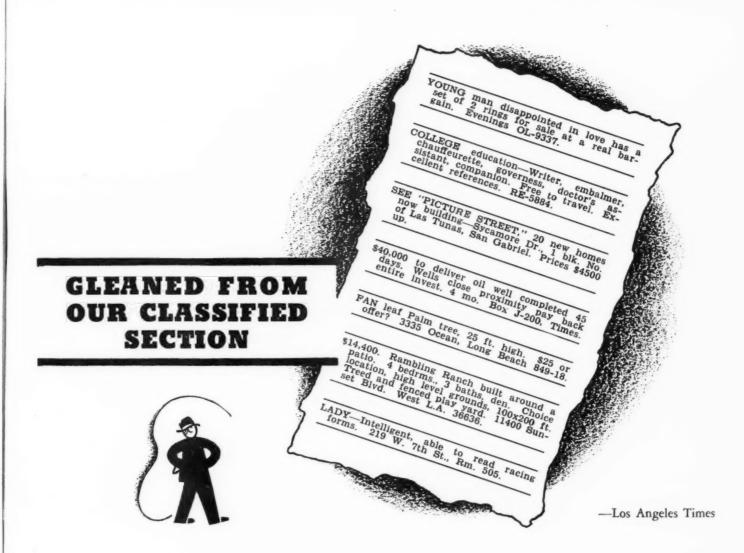
OREGON

						U.			7 14								
Astoria Baker Bend Corvallis Eugene	Clatsop. Baker. Deschutes. Benton. Lane.		36,068 15,000 18,600 25,000 51,000	10,349 7,858 8,848 7,585 18,901	49.00 46.90 59.99 45.82 34.70		97.2 98.5 99.8 99.2 99.6	2,839 2,223 2,506 2,147 5,302	6,055 3,796 3,788 4,140 11,310	1.59 1.00 1.00 1.09 2.98	4,140 1,551 1,283 1,041 5,422	59 46 57 48 50	4,223 2,524 3,066	110.1 100.5 106.3 118.2 106.9	7,211 4,201 4,110 3,972 13,997	1.24 .72 .71 .68 2.41	2,540 1,890 1,640 1,850 2,640
Klamath Falis La Grande Marshfield Medferd Pendleton	Klamath Union Coos. Jackson Umatilla		51,240 26,000 32,993 39,000 35,280	16,093 8,050 5,287 11,007 6,621	49.70 46.02 18.63 33.44 27.14	.84 .55 1.15	98.2 98.9 98.9 99.2 98.5	4,226 2,165 1,598 3,132 1,880	12,788 4,190 4,283 8,594 4,610	3.36 1.10 1.13 2.26 1.21	4,215 1,400 1,381 4,916 1,913	76 50 82 64 86	8,023 4,714 6,537 3,335	103.6 94.2 116.6	12,150 3,984 2,836 9,161 3,732	2.09 .69 .49 1.58 .64	2,875 1,840 1,775 2,925 1,985
Portland Portland Salem The Dailes *% of U. S. A.	Multnomah. Marion Wasco	178	1,046,287 75,000 43,000	301,815 26,266 5,883	89.23 43.39 46.52	* .8521 2.75	98.1 99.1 99.1	86,825 291,108 6,766 1,690	160,036 404,411 15,022 4,100	* 1.1233	302,042 5,640	70 43 71	266,917 18,761 2,482	122.4	256,134 626,486 18,945 3,600	* .9901	2,950 2,800 2,130

For Oregon County figures, see page 184

CALIFORNIA

Alameda Alhambra Anaheim Bakersfield	Alameda. Los Angeles. Orange Kern		40,200 56,713 38,483 72,000	35,033 29,472 10,995 26,015	7.38 1.33 9.26 31.51	.61 .52 .19	96.1 97.7 84.7 86.7	10,192 9,082 3,206 7,121	9,092 15,002 5,628 26,861	.36 .59 .22 1.06	1,839 1,910 4,952 12,651	96 76 75 134	6,049 3,082 15,076	140.3	36,926 27,664 6,713 22,566	.85 .64 .15 .52	3,623 3,046 2,094 3,169
Berkeley	Alameda		90,678	82,109	17.29	1.45	94.4	24,372	28,526	1.12	4,022	131	9,994		66,365	1.53	2,723
Beverly Hills	Los Angeles			17,429	.79	.31	96.3	4,925	17,622	.69	1.047	295			28,471	.65	5.78
Brawley.	Imperial		23,000	10,439	17.13	.19	45.1	2,583	5,297	.21	3.338	37		89.5	4.983	.11	1,92
Burbank	Los Angeles		30,000	16,662	.75	. 29	93.5	4.78€	5.027	.20	4.877	57			14,703	.34	3.07
Burtingame.	San Mateo		40.000	13,270	17.15	.24	99.4	3.885	7.702	.30	1,094	190			12,731	.29	3,27
Chico	Butte		17,000	7,961	23.35	.14	97.0	2,434	6,179	.24	2,512	89	5,059	139.5	8,695	.20	3,57
0				40.040											40.400		
Compton	Los Angeles	11200	20.000	12,516	.57	.22	94.7	3,475	4,924	.19	866	38			10,178	.23	2,92
El Centro	Imperial		32,000	8,434	13.85	.15	78.5	2,155	6,636	.28	5,029	72	11241241	89.5	4,107	.09	1,90
Eureka	Humboldt		39,915		36.44	.28	98.2	4,459	13,055	.51	3,434	75	12,656		9,765	.22	2,19
Fresno	Freeno	180	12151111	52,513	36.40	.93	89.3	14,477	42,737	1.68	37,248	104	47,658	144.7	33,963	.78	2,34
Fresne			264,370		141111	* .2154	122121	68,977	107,400	* .2983					142,722	* .2255	
Fullerton	Orange		35,000	10,860	9.15	.19	92.9	3,152	4,648	.18	4,192	54			6,600	.15	2,09
Glendale	Los Angeles		110,300	62,736	2.84	1.11	98.3	19.295	30,769	1.21	6,258	84	13.053		59.815	1.38	3,10
Hanford	Kings.		36,600		27.68	.12	73.8	1,891	5,356	.21	1,177	69	10,000	116.4	4,170	.10	2,20
Huntington Park	Los Angeles		67.560		1.11	.43	98.2	7.511	16,010	.63	4.684	88			24.035	.55	3,20
Inglewood	Los Angeles		55.000		.88	.34	97.8	5,790	9.426	.37	923	56			17.990	.41	3,10
Long Beach	Los Angeles		300,000		6.43	2.50	98.0	47,030	66,176	2.60	26,363	58	53,490	170.5	149,226	3.43	3,17
r-a	0	1	40.000		0.00	40		4 000	4 000	40	4 000	440		400.0		40	
Ladi	San Joaquin		18,000		6.59	.12	96.2	1,976	4,028	.18	1,947	110	1	150.5	5,363	.12	2,71
Los Angeles	Los Angeles		12000000	1,238,048	56.06		86.7	369,508	640,768	25.22	1,028,214	92	851,412	178.1	1,117,023	25.69	3,02
Los Angeles		184	2,844,181	THE TREE P.		* 2.3164	12212		1,289,454	* 3.5815					2,278,132		.x.x
Martinez	Contra Costa		20,000	6,569	8.35	.12	97.4	1,742	2,835	.11	498	113		143.8	5,010	.12	2,87
Marysville	Yuba		36,000			.10	83.6	1,527	7,324	. 29		113	5,871		4,741	.11	3,10
Merced	Merced		32,000		19.23	.12	79.9	1,874	7,231	.28	1,722	112		109.6	4,443	.10	2,37
Modesto	Stanislaus		56,000	13,842	24.44	.24	94.9	3,929	16,652	.66	6,577	107	12,190	148.9	12,011	. 28	3,05
Monrovia	Los Angeles		16,726	10.890	.49	.19	88.5	3.300	4.056	.17	3,266	53	2,637		10,187	.23	3,08
Monterey	Monterey		30,000		17.02	.16	88.6	2,268	5.298	.21	3,200	96	2,000	148.6	6,584	.15	2.90
Napa	Napa		22.832		28.11	.11	98.9	1.984	5,159	.20	2,105	131	2.967	145.2	4.682	.11	2,36
Oakland	Alameda		42,032	284.063	59.81	5.01	94.1	83,080	148,673	5.85	120.738	88	124.867	191.4	236,446	5.44	2,84
Oakland	Politimental	183A	553,491	204,003	30.01	* .4508	0-4.1	157,807	237,216	* .6589		00	124,007	131.4	407,522		2,04
Ontario	San Bernardino.	1037	25,265	13,583	10.22	.23	90.8	3,97€	6,583	. 26	1,626	15			9,872	.23	2,48
		H															
Pale Alto	Santa Clara		40,000		9.41	.24	95.1	4,119	9,755	.38	1,756	177			12,011	.28	2,91
Pasadena	Los Angeles		150,978		3.45	1.34	90.9	22,977	49,002		9,396	116	41,565		74,147		3,22
Petaluma	Sonoma		16,000			.15	99.5	2,502	6,237	.25	6,585	109		152.9	6,230	.14	2,49
Pomona	Los Angeles		56,562		.94	.37	91.9	6,109	9,351	.37	8,177	44	6,975		18,749		3,06
*% of U. S. A.	Tulare		16,000	5,303	6.85	.09	89.2	1,524	4,263	.17	2,439	85		118.5	3,110	.07	2,04



Even Advertisers With 96c Budgets Know This Axiom

"When nothing else can sell it, the Los Angeles Times can." That's an old axiom out here in Southern California, where everybody knows the amazing selling power of the Los Angeles Times.

The big retail stores here know it. Each year they buy more advertising in The Times than in any other newspaper. Leading national advertisers know it. They, too, buy more advertising in The Times, which has led in total advertising for 25 years.

But more significant to us, to prospective advertisers also, we suspect, is the number of our classified ad buyers with advertising budgets of 96c and up. *More*

classified advertisers use The Times than use any other newspaper in America.

Why? The Los Angeles Times has the largest home-delivered circulation on the Pacific Coast . . . The Times is an advertising bargain—less than ½ cent per full page per family reached . . . and Times families read, enjoy, trust their newspaper thoroughly. For further information, write us today.

TIMES

One of America's Most Resultful Selling Mediums

CALIFORNIA—(Continued)

					POPUL	ATION				ES VOLU 8—000 or		IN- COME TAX	LOCAL NEWS- PAPER	SCALE OF LIVING		NCOME	YING
CITY	COUNTY	Trad- ing Area	Zone	Munic- ipal	% County	% State	% White	Fami- lies	Retail 1938	% State	Whole- sale 1938	RE- TURNS PER 1,000	CIRCU- LATION	INDEX	Dollars (000 omitted)	% State	Dollars Per Family
Redding	Shasta. San Bernardino. Contra Costa Riverside. Sacramento.	182	15,500 35,000 35,413 72,070 351,831	4,188 14,177 20,093 29,696 93,750	10.59 25.56 38.65	.52	97.3 85.7 93.6 82.9 89.9	1,249 4,210 5,684 8,388 24,687 94,385	5,672 7,894 15,518 61,619	.19 .22 .31 .61 2.42 • .4306	16,732 3,237 10,552 58,812		5,598 11,768 76,547	130.9 127.2 133.2 160.9	2,767 10,874 16,870 20,374 75,197 228,725	.06 .25 .39 .47 1.73 * .3613	2,215 2,583 2,966 2,493 3,046
Salinas San Bernardino San Buenaventura San Diego San Diego San Francisco San Francisco	Monterey. San Bernardino. Ventura. San Diego. San Francisco.		29,700 90,000 209,659 1,930,182	11,603 147,995 634,394	28.00 21.10 70.59	.20	87.2 79.7 94.9 90.6	2,619 10,412 3,383 45,227 63,378 178,625 538,592	9,172 82,098 102,634 325,539	.35 .88 .36 3.23 • .2851 12.81 • 2.3725	12,088 12,033 2,633 46,303 1,213,184	145 49 61 142	16,987 80,353 484,001	135.9	10,411 25,697 8,894 137,897 173,091 566,847 1,478,014		3,173
San Jose San Leandre San Luis Obispe San Mateo Santa Ana	Santa Clara Alameda. San Luis Obispe. San Matee. Orange		150,000 28,500 85,000 118,674	57,651 11,455 8,276 13,444 30,322	2.41 27.95 17.37	.20 .15 .23	96.7 99.4 92.9 93.4 87.1	16,801 3,134 2,435 3,713 9,074	33,737 3,049 5,333 5,268 17,090	1.33 .12 .21 .21 .67	17,543 1,833 442 7,912	84 80 168	34,603	192.0 141.5	46,136 8,966 6,270 11,726 19,355	1.06 .21 .14 .27 .45	2,746 2,861 2,579 3,156 2,133
Santa Barbara Senta Cruz Santa Maria. Santa Monica Santa Rosa	Santa Barbara Santa Cruz. Santa Barbara. Los Angeles Senoma.		20,000	33,613 14,395 7,057 37,146 10,636	38.44 10.83 1.68	.12	86.8 97.9 80.8 90.3 98.2	9,781 4,932 1,817 11,704 3,421	4,467	.87 .31 .18 .79 .46	6,711 2,345 3,081 5,896 4,997	98 68 87 81 106	15,604 6,821 10,859	178.5 179.8	29,490 12,365 5,416 36,552 8,710	.68 .28 .12 .84 .20	3,015 2,505 2,98 3,12 2,54
South Gate	Los Angeles Los Angeles San Joaquin Kern Tulare.	181	108,948 16,000 23,500	19,632 13,730 47,963 3,442 6,207	46.60 4.17	* .0887 .06	98.8 97.5 89.1 98.6 86.3	5,670 4,205 12,392 27,639 1,048 1,690	50,213 3,832	.18 .13 1.43 * .1395 .15 .18	2,617 71 29,481 2,056	38 108 102 205 86	23,760	150.5 140.3 118.5	16,171 12,842 33,743 70,041 3,255 3,488	• .78 • .1107 .07	2,85 3,05 2,72 3,10 2,06
Turlock Vallejo. Visalia Watsonville. Whittier	Stanislaus. Solane. Tulare. Santa Cruz. Los Angeles.		15,000 22,000 30,000 22,000 25,000	7,263 8,344	35.45 9.34 22.29	.25 .13 .15	97.7 94.8 91.4 88.1 96.9	1,244 4,571 2,090 2,368 4,425	5,769	.23	1,923 1,610 3,903 3,471	110 125	10,260	148.9 143.8 118.5 175.8	3,666 12,342 4,155 5,813 14,089	.10	2,94 2,70 1,98 2,45 3,18
Woodland Yuba City*% of U. S. A.			14,000	5,542 3,605			95.1 97.6	1,584 1,036		.16	2,695	103 103	2,500 †5,871		3,691 2,154	.08	2,33 2,07

†Combined circulation of Marysville and Yuba City.

For California County figures, see page 186

Effective Buying Income State Ratios

	Ratio 1938 to 1937
Maine	84
New Hampshire	85
/ermont	89
Massachusetts	87
Rhode Island	88
Connecticut	81
New York	90
New Jersey	90
Pennsylvania	82
Ohlo	81
ndlana	80
Ilinois	90
Vlichigan	78
Wisconsin	89
Minnesota	96
owa	98
Missouri	92
Vorth Dakota	93
South Dakota.	99
Vebraska	92
Cansas	89
Delaware	87
Maryland	90
District of Columbia	100
/Irginia	93
West Virginia	83
North Carolina.	92
South Carolina	91
Georgia	91
Florida	94
Kentucky	88
Fennessee	91
	83

																Ratio 1938 to 1937
Mississippi																90
Arkansas				,												94
Louisiana		 														98
Oklahoma													ì		.]	94
Texas																93
Montana																82
ldaho		 	0	0	. ,	٠			۰			0	٠			82
Wyoming		 														93
Colorado																88
New Mexico																90
Arizona		 								0						87
Utah		 	,	٠		0					0 0					90
Nevada		 														96
Washington.		 		0												89
Oregon																
California																93
United State	6.															88

Retail Sales State Ratios

	Ratio 1938 to 1937
Maine	88
New Hampshire	. 81
Vermont	. 89
Massachusetts	85
Rhode Island	. 88
Connecticut	80
New York	94
New Jersey	87
Pennsylvania	. 86
Ohie	. 83
Indiana	88
Illinois	. 88

	Ratio 1938 to 1937
Michigan	74
Wisconsin	87
Minnesota	93
Tillingsota	33
lowa	95
Missourl	89
North Dakota	96
South Dakota	96
Nebraska	90
TODA MONES.	30
Kansas	95
Delaware	94
Maryland	90
District of Columbia	94
Virginia	92
West Virginia	81
North Carolina	93
South Carolina	85
Georgia	99
Florida	86
Kentucky	91
Tennessee	90
Alabama	90
Mississippi	99
	92
Arkansas	36
Louislana	94
Oklahoma	97
Texas	95
Montana	76
ldaho	74
Wyoming	95
Colorado	88
New Mexico	98
Arizona	96
Utah	85
	-
Nevada	78
Washington	87
Oregon	88
California	89
United States	89

Before attempting to use either the city or county tables, please read the complete explanation which appears on page 7 and following pages.



CREATES PROFITABLE MARKETS · · ·

DVERTISING men know that it takes population and not square miles of land to create a market. Southern California furnishes a graphic example of this truism. Los Angeles County occupies but 6.3% of the total land area of the 11 counties that comprise the Southern California market. Yet, this ONE county annually accounts for 77% of the total retail drug sales of the entire Southern California market.

When you sell the Los Angeles A. B. C. City area—which contains 70% of Los Angeles County population and buys 75.9% of all goods sold at retail—you sell the lion's share of the market. In this rich area The Evening Herald and Express is read by 50% MORE families every week day than any other local daily.



BAR CHARTS REPRESENT Retail Drug Sales IN THE 11 COUNTIES OF SOUTHERN CALIFORNIA.

REPRESENTED NATIONALLY BY PAUL BLOCK AND ASSOCIATES



Don't overlook Hawaii when you chart your sales. To mainland business, Hawaii means sales — steady sales — \$100,000,000 yearly! In per capita buying power, Hawaii outranks 28 states!

American in every sense, the logical approach to Hawaii's ready millions is the American approach — through advertising. Hawaii's leading news-

paper — The Honolulu Star-Bulletin — is the only medium necessary to cover this rich and responsive territory . . . only 36 hours from New York by air (18 from California). Get the facts that mean money to you: send for Hawaii's marketing story told fully in the fact-laden brochure, "Open This \$100,000,000 Pocketbook."

HONOLULU STAR-BULLETIN

Represented by

O'MARA AND ORMSBEE, INC.

New York • Chicago • Boston • Detroit Atlanta • San Francisco • Los Angeles

Economic and Market Highlights of the Territory of Hawaii

In 1938 Hawaii achieved top ranking as the most perfect recession-proof sales territory available to American manufacturers. The island knew no recession. Total effective buying income increased more than 5% as against a 12% decrease for the mainland. Retail sales decreased less than 1%, wholesale sales gained 5%.

Income on a per capita basis topped the mainland by about 23%, with an average for the islands of \$632, for the states \$515. The income figure of \$232,692,652 is made up approximately 63% from salaries and entrepreneurial incomes of civilians, 23% from Federal expenditures, largely Army and Navy, and the balance scattered among income from rents, commissions, income of professional persons, interest and discounts. Details for both 1937 and 1938 are given in an adjoining table.

Per capita retail sales last year were (1930 population figures) \$379 in the Hawaiian Islands as against \$293 for the mainland states. The total of \$139,500,000 makes it the West's fifth major market. Retail sales last year in only four western cities—Los Angeles, San Francisco, Seattle, Portland—ex-

ceeded that figure.

Hawaii is an integral part of the United States, separated from the mainland by 2,200 miles of ocean, but actually it is only 36 hours from New York by Clipper plane mail service and 18 from San Francisco. In 1937 the mainland and foreign countries paid Hawaii for its products \$125,700,000, whereas the islands imported from the States and from foreign countries \$103,700,000, leaving a favorable trade balance of \$22,000,000, this sum being a reserve capable of taking up the advertised goods from many manufacturers who are not now intensively cultivating the islands.

Manufacturers interested in developing Hawaiian business should contact leading newspapers and radio stations and their representatives for market advice, also the Hawaii Tourist Bureau, Chamber of Commerce, Chinese Chamber of Commerce and Japanese Chamber of Commerce, all of

Honolulu.

Miscellaneous Economic Facts

The retail business of the islands passes through more than 3,000 outlets, and those on Oahu, the most populous island and the one on which Honolulu is located, account for 80% of the territory's retail sales. In addition to the normal city distributive centers, important retail outlets are the Army and Navy post exchanges and the plantation stores. The largest post exchange of the United States Army is located at Schofield Barracks—a thoroughly departmentalized store selling everything from cigarettes and eggs to Oriental rugs and electric appliances. 105,000 people on the islands live on sugar plantations and more than 30 plantation stores cater specifically to

the requirements of sugar workers.

At the close of 1937 there were 56,075 automobiles and trucks, 43,694 electric meters, 29,519 telephones, 75,000 homes with radios.

Honolulu, the largest city, has a population of 147,450 and 29,683 families, of whom 14,624 own their homes. According to the 1938 edition of a commercial survey, "The Territory of Hawaii," published by the Los Angeles Chamber of Commerce, the city has 203 retail outlets for liquor, 97 for electrical goods, 1,424 establishments where food is sold, 355 apparel outlets, 636 restaurants, 504 general merchandise stores, 278 in the automotive group, and 72 drug stores.

Population	1930	Estimated
Island	(Census)	1937
Oahu	202,887	218,807
Hawaii	73,325	78,489
Maui	49,756	60,600
Kauai	35,806	38,295
Other Islands	7,562	524
Total	386,336	396,715
INCOME		
Salary and Entrepreneurial Income	1937	1938
Oahu	\$98,439,572	\$101,161,416
Maui	15,918,538	16,001,298
Hawaii	17,702,112	16,469,314
Kauai	11,603,706	10,984,194
All Islands	\$143,663,928	\$144,616,222
Income of Professional Persons	\$5,180,490	\$6,174,985
Interest and Discounts	3,413,165	3,524,155
Commissions	7,267,396	7,129,607
Income from Rents	16,108,934	17,118,889
Federal Expenditures in Hawaii (approx.)	43,624,925	54,128,794
Total Effective Buying Income	\$219,258,838	\$232,692,652
RETAIL AND WHOLESALE SALES	,==-,,	, , ,
Retail*	1937	1938
Oahu	\$112,518,697	\$111,656,431
Maui	8,632,808	8,638,301
Hawaii	13,345,381	13,953,286
Kauai	5,301,434	5,214,301
All Islands	\$139,798,320	\$139,462,319
Wholesale		
Oahu	80,039,356	88,179,368
Maui	2,049,399	1,705,591
Hawaii	9,101,361	5,941,207
Kauai	799,635	760,846
All Islands	\$91,989,751	\$96,587,012
* Official sales tax figures.		
	1937	1938
Automobile Registrations		
Oahu	38,856	42,750
Hawaii	8,240	9,946
Kauai	. 5,047	6,792
Maui (including Lanai and Molokai)	6,836	5,110
Total All Islands	58,979	64,598
Tourists	1937	1938
Number of Tourists	53,478	50,175 \$21,173,500
Construction	1937	1938
Permits Issued	3,689	4,420
Estimated Value of Construction & Repairs	\$7,266,487	\$9,584,000
Sources: Official government figures and est	imates of Honolu	lu Star-Bulletin

Dominion of Canada NUMERICAL AND PERCENTAGE DISTRIBUTION OF GAINFULLY OCCUPIED

		Each Symbol Represents 50,000 persons	A MARKET AND A STATE OF THE STA		
	MALE	TOTAL MALE 3,261,371 TOTAL REMALE 665.85	FEMALE TOTAL	TOTAL	%
AGRICULTURE	1,103,899	में को को को को <u>को को को को को को को</u> को को को को को की	24,235	1,128,154	28.7
MANUFACTURING	521,048	322222222	110,316	631,264	16.0
TRADE	302,405		85,029	387,434	9.8
PERSONAL SERVICE	115,094	** 12 2 2 2 1	209,409	325,303	8.2
TRANSPORTATION	182,952	50 So So So So So .	23,315	306,267	7.1
CONSTRUCTION	254,667	《《图·图·图·图· 》	1,641	256,308	6.
ROFESSIONAL SERVICE	97,351	ARARA	146,391	243,742	6.
BUC ADMINISTRATION	101,303	± ± ± 1	15,514	116,817	2
FIHANCE	67,375	38	24,965	92,340	2
CUSTOM & REPAIR	62,870		18,830	81,700	2
MINING	71,608	A	353	71,963	1.
FORESTRY & LOGGING	49,709	<u> </u>	243	49,932	1.
FISHING	34,188	\$	148	34,336	0
CTRIC LIGHT & POWER	17,487		1,467	18,954	0
UNTING & TRAPPING	13,086		360	13,446	0
UNSPECIFIED	165,529		3,721	169,250	4

Charts from "The Canadian Market" Reproduced Through Courtesy of the Canadian Daily Newspaper Ass'n.

1000	1926	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936
Agriculture	41 51,400,244,650	\$1,522,948,870	\$1,501,271,443	\$1,034,129,824	M77.574,465	\$610,261,299	\$545,417,704	\$501,314,218	\$473,950,200	\$475,472,272	\$757,918,160
Forestry	10 mm	\$311,915,163	\$323,654,000	\$337,649,079	\$303,145,169	\$200,650,269	\$133,401,946	\$128,634,603	\$154,857,101	\$182,643,457	\$214,760,000
Fisheries		¥9,477,038	100.77	\$53,510,521	\$47,804,216	130,517,304	\$28,957,109	\$27,558,063	\$14,022,323	\$34,427,854	\$37,144,618
Trapping	\$17,609,036	817,640,781	\$14,603,827	\$16,356,447	\$1,875,955	\$1,741,912	\$7,110,021	\$7,284,527	SMACASE SMACASE	\$8,877,331	\$7,148,734
Mining	\$240,437,123	pa0,354,696	\$274,989,487	\$310,850,246	127.177.63	\$228,029,018	\$191,228,225	\$221,475,253	\$278,161,590	DI234(4)	5361,394,043
Electric Power	\$60,933,733	\$104,033,297	\$112,326,819	\$122,003,446	\$125,038,746	\$122,310,730	\$128,420,203	\$115,663,663	\$122,461,993	\$125,123,070	\$134,000,000
Construction	\$251,000,323	1203,243,000	\$317,164,000	\$384,709,398	\$297,046,750	\$205,043,300	\$36,367/40	\$43,238,370	\$115,404,755	\$120,815,289	\$124,820,000
estom and Repair	\$48,743,000	\$74,174,000	\$82,482,000	\$99,618,000	\$85,200,000	\$71,000,000	\$57,000,000	\$50,244,699	\$58,617,595	\$44,454,802	\$73,700,000
Manufactures,net	\$1,519,179,246	\$1,635,923,936	\$1,819,046,025	\$1,997,350,365	\$1,761,986,726	\$1,474,561,851	\$1,170,225,877	\$1,040,257,460	\$1,222,943,879	\$1,302,179,099	\$1,443,000,0
Total Production	\$3,640,356,606	\$3,901,505,290	\$4,122,509,862	\$3,946,409,211	\$3.335,429,447	\$2,572,273,201	\$2,104,908,301	\$1,996,450,893	\$2,380,716,629	\$2,532,230,261	\$2,831,925,

Maclean's Covering anadas MATIMAN MARCH 1939 PRACTICAL CENTS COVERNING CONTROLLED CONT

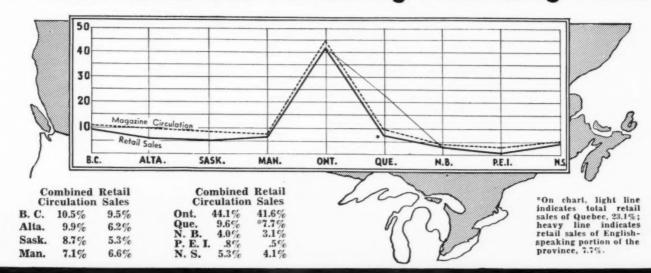
WHEN you want to reach the "upper half" of the Canadian buying public — here are the publications to use!

As indicated in the graph below, the percentage, in each province, of the combined national circulations of these publications closely approximates the provincial percentages of national retail sales. And this is almost equally true of the circulations of each one of the magazines individually. Accordingly, when you use one or all of these publications, you obtain a distribution of your sales messages, by provinces, which is in direct proportion to the ability of the provinces to buy.

Each of these magazines is designed to serve a particular purpose . . . has its own unique character . . . possesses its own army of enthusiastic readers. Each . . . in its own field . . . offers you an unsurpassed coverage of buyers . . .

- Chatelaine. Canada's most interesting women's magazine. Monthly. 250,000 guaranteed net paid circulation... unexcelled by any other publication in its field.
- Mayfair. A superbly illustrated monthly chronicle of Canadian social events. Reaches the biggest per capita buying group in the country.
- Maclean's. Canada's National Magazine. Twice a month. 275,000 guaranteed net paid circulation... the largest of any magazine in Canadian history.
- Canadian Homes and Gardens. For Owners and Planners of highgrade homes. An ideal advertising medium for products appealing to Canadians in the higher income brackets.

. . . with Circulation Paralleling Purchasing Power!



THE MACLEAN PUBLISHING COMPANY, LIMITED

481 UNIVERSITY AVENUE TORONTO, CANADA . MONTREAL . LONDON, ENG . NEW YORK . CHICAGO,

ALSO PUBLISHERS OF: THE FINANCIAL POST . HARDWARE AND METAL . CANADIAN PAINT AND VARNISH MAGAZINE . CANADIAN GROCER DRUG MERCHANDISING . THE STYLEWEAR BUYER . MEN'S WEAR MERCHANDISING . BOOKSELLER AND STATIONER . CANADIAN MACHINERY MODERN POWER AND ENGINEERING . CANADIAN PRINTER AND PUBLISHER . CANADIAN AUTOMOTIVE TRADE . THE GENERAL MERCHANT BUS AND TRUCK TRANSPORT IN CANADA . SANITARY ENGINEER . CANADIAN ADVERTISING . CANADIAN HOTEL REVIEW AND RESTAURANT

Sales and Population Data for Leading Canadian Cities

	POP	PULATION,	1931				Avarage Family Earnings	Family Income arnings for Head		RETAIL SALES 1937		WHOLESALE SALES 1937		ALUE OF CTURED TS 1937
Cities	Province	Zone	Municipal	% of Province	% of Canada	Families	from Industry 1937	of Family 1937	Dollars (000)	% of Canada	Dollars (000)	% of Canada	Dollars (000)	% of Canada
Montreal 64 Toronto Vancouver Winnipeg Hamilton	Ouebec Ontario British Columbia Manitoba Ontario	1,262,250 1,038,476 360,000 305,892 235,000	818,577 631,207 246,593 218,785 155,547	28.48 18.39 35.51 31.25 4.53	7.89 6.08 2.38 2.11 1.50	183,515 164,371 64,952 52,814 40,363	1,377 1,580 1,386 1,535 1,280	1,125 1,350 1,193 1,325 1,100	328,964 331,906 109,328 117,172 61,037	13.42 13.54 4.46 4.78 2.49	851,536 768,784 234,588 706,350 53,198	23.05 20.81 6.35 19.12 1.44	468,035 470,969 90,283 82,134 140,150	14.36 14.45 2.77 2.52 4.30
Quebec 91 Ottawa Calgary	Ouebec Ontarie Alberta Alberta Ontarie	187,250 394,400 217,849 308,820 359,148	130,594 126,872 83,761 79,197 71,148	4.54 3.70 11.45 10.83 2.07	1.26 1.22 .81 .76 .69	24,712 30,168 21,721 19,949 18,960	1,408 1,650 1,450 1,420 1,380	1,190 1,430 1,210 1,200 1,200	42,898 53,193 38,730 33,338 31,622	1.75 2.17 1.58 1.36 1.29	83,491 46,179 102,332 70,930 35,465	2.26 1.25 2.77 1.92 .96	33,245 28,682 31,615 26,800 45,956	1.02 .88 .97 .81 1.41
Windser	Ontario Quebec Nova Scotia Saskatchewan New Brunswick	160,000 * 100,000 200,000 65,000	98,203 60,782 59,275 53,209 47,514	2.86 2.11 11.56 5.77 11.65	.95 .59 .57 .51	16,220 14,519 13,457 12,687 11,677	1,260 1,300 1,300 1,410 1,200	1,110 1,100 1,140 1,250 1,040	26,719 11,276 26,474 29,416 19,120	1.09 .46 1.08 1.20 .78	21,427 739 47,287 52,090 55,045	.58 .02 1.28 1.41 1.49	128,090 1,955 13,037 10,756 18,904	3.93 .06 .40 .33
Saskatoon /ictoria /hree Rivers 94 (itchener Brantford	Saskatchewan British Columbia Quebec Ontario Ontario	200,000 85,084 125,000 60,000 62,807	43,291 39,082 35,450 30,793 30,107	4.70 5.63 1.23 .90 .88	.42 .38 .34 .30 .29	10,385 11,099 6,696 7,699 8,002	1,410 1,350 1 180 1,180 1,100	1,260 1,160 1,000 1,020 954	22,552 24,023 9,070 12,256 9,805	.92 .98 .37 .50	43,593 15,147 5,541 8,127 8,127	1.18 .41 .15 .22 .22	12,385 8,148 27,378 42,687 24,770	.38 .25 .84 1.31
Hull 90 Sherbrooke 76 Outremont 37 Fort William tt. Catherine	Quebec Quebec Quebec Ontario Ontario	60,000 175,000 36,000 63,500	29,433 28,933 28,641 26,277 24,753	1.02 1.01 1.00 .77 .72	.28 .28 .27 .25 .24	5,451 5,320 5,211 6,253 6,184	860 860 2,010 900 1,170	712 712 1,675 850 970	6,864 9,805 3,922 8,825 12,992	.28 .40 .16 .36 .53	1,108 10,344 5,172 17,363 2,955	.03 .28 .14 .47	11,733 14,340 1,955 4,237 18,904	.36 .44 .06 .13
Vestmont 13 (ingsten Johawa iidney iault St. Marie	Quebec Ontario Ontario Nova Scotia Ontario	45,000 35,000 80,000 50,000	24,235 23,439 23,439 23,089 23,082	.84 .68 .68 4.50	.23 .22 .22 .22 .22	5,052 5,783 5,517 4,911 5,242	1,550 1,180 1,050 980 1,170	1,270 1,000 950 850 980	5,638 11,521 7,600 7,354 8,825	.23 .47 .31 .30	2,217 8,127 18,471 7,758 5,541	.06 .22 .50 .21 .15	3,259 5,215 53,127 14,340 18,622	.10 .16 1.63 .44
Peterborough Moose Fair Juelph Jiad Bay Moncton	Ontario Saskatchewan Ontario Nova Scotia New Brunswick	33,000 100,000 50,000 30,000 50,000	22,327 21,299 21,075 20,706 20,689	.65 2.31 .61 4.04 5.07	.21 .20 .20 .20 .20	5,308 4,733 4,844 4,505 4,346	1,100 1,190 1,000 850 1,200	950 1,000 850 700 1,000	9,805 8,580 8,089 3,922 18,385	.40 .35 .33 .16 .75	4,433 11,083 3,694 739 6,650	.12 .30 .10 .02 .18	28,356 14,667 14,667 6,519	.87 .45 .45
Niagara Falls Port Arthur Lachine 57	Ontario	30,000 36,000	19,046 19,818 18,630	.55 .58 .65	.18 .19 .18	4,296 4,308 4,436	1,250 1,070 870	1,050 950 720	9,315 8,089 8,428	.38 .33 .34	9,975 5,541 5,910	.27 .15 .16	22,163 5,540 10,430	.68 .17 .32

^{*}All part of Greater Montreal.

Figures following names of Quebec cities denote percentage French.

Gross Value of Manufacturing Production

(In thousands of dollars)

Prince Edward Island		Quebec		Alberta	
Fish Curing and Packing	\$633	Pulp and Paper	\$78,702	Meat Packing	\$16,088
Butter and Cheese	488	Electric Stations	47,808	Flour and Feed Mills	11,726
Meat Packing	384	Non-ferrous Metal Smelting	45,565	Petroleum Products	7.791
Electric Stations	278	Cotton, Yarn and Cloth	41,660	Butter and Cheese	6,313
Printing and Publishing	172	Tobacco, Cigars and Cigarettes	33,358	Electric Stations	4,777
Nova Scotia		Manitoba		British Columbia	
Primary Iron and Steel	\$7,987	Meat Packing	\$21,832	Saw Mills	\$35,713
Fish Curing and Packing	5,368	Railway Rolling Stock	9,264	Fish Curing and Packing	14,421
Electric Stations	5,096	Butter and Cheese	7,602	Pulp and Paper	13,141
Pulp and Paper	4,332	Flour and Feed Mills	7,400	Electric Stations	11,278
Saw Mills	2,277	Electric Stations	6,729	Petroleum Products	9,230
New Brunswick		Saskatchewan		Ontario	
Pulp and Paper	\$14,860	Flour and Feed Mills	\$12,785	Automobiles	\$105.810
Saw Mills	4,453	Butter and Cheese	6,557	Non-ferrous Metal Smelting	105,035
Electric Stations	3,234	Meat Packing	6,500	Meat Packing	56,932
Coffee, Tea and Spices.	2,804	Petroleum	5,683	Electric Stations	53,535
Fish Curing and Packing	2,463	Electric Stations	4,377	Flour and Feed Mills	51,760
Source—1935 Census.					

The Key



to French Canada

LA PRESSE so far outranks any other medium, either magazine or newspaper, throughout the Province of Quebec, in its influence on buying habits, that it well deserves the title, KEY TO FRENCH CANADA.

Luxuries or necessities, motor cars or breakfast foods — their greatest sale in Quebec Province is to people who think, speak, read and buy in French!

And yet, the purchasing habits of this FRENCH majority of 78.98% in Quebec Province are the same as those of their English-speaking neighbors in Montreal itself, or, for that matter, in New York or Chicago.

They buy the same brands of groceries, cosmetics, and proprietaries. They are sold on the idea that it pays to buy advertised merchandise.

Quebec Province has \$121 more Effective Buying Income per Family than the Canadian average.

One-third of all building permits issued in Canada, both residential and industrial, are in Quebec Province.

Montreal with 7.8% of the population of Canada accounts for 13.4% of all retail sales made in Canada.

A free-spending market. A Plus market.

National advertisers know and use the tremendous influence of LA PRESSE, and employ more linage* in its columns than in any other six-day newspaper, morning or evening, in either Canada or the United States.



*(Media records 1938 figures credit LA PRESSE with more general and automotive advertising combined, eliminating promotional advertising for other publications, than any other daily newspaper.)

LA PRESSE

MONTREAL

THE LARGEST DAILY CIRCULATION IN THE PROVINCE OF QUEBEC

TORONTO (2) Mr. S. L. Rees Room 820 Metropolitan Bldg. NEW YORK Wm. J. Morton Co. 200 Fifth Ave. CHICAGO Wm. J. Morton Co. 410 North Michigan Ave. LONDON, Eng. (W.C. 2) The Clougher Corpn., Limited 26 Craven St.



U. S. Representatives: CHAS. H. EDDY CO., Inc. New York Chicago Boston Atlanta

Here is ONE-SIXTH* of your Canadian Market

 Total Retail Sales for 1937 amounted to \$2,453,715,000 according to Dominion Bureau of Statistics' estimates. Of this the 332,024 STAR WEEKLY families buy \$396,532,000 or nearly ONE-SIXTH. *(Based on the ratio of STAR WEEKLY families to the total number of families in each province.) Write for a copy of our booklet giving Canadian market statistics and a complete breakdown of our National circulation.

STAR WEEKLY

The largest circulation in Canada

Canadian Sales and Incomes, by Provinces

		POF	PULATION	, 19371		RETAIL S		SALE SALES ³	EFFECTIVE (S.		Deminion Buying Power Per- centages ⁴	
PROVINCES	Total	% of Canada	% Urban	Density Per Square Mile	Families	Dollars 1937 (000)	% of Canada	1937 (000)	Dollars 1937 (000)	% of Canada Family		
Prince Edward Island Nova Scotia New Brunswick Queboc Ontario Manitoba Saskatchewan Alberta British Columbia	93,000 542,000 440,000 3,135,000* 3,711,000 717,000 939,000 778,000 751,000	.84 4.88 3.96 28.24 33.42 6.45 8.45 7.00 6.75	23.15 45.17 31.59 83.10 61.08 45.13 31.56 38.07 56.88	40.3 24.7 14.9 5.5 9.5 3.2 3.9 2.9	19,900 115,600 87,300 591,500 881,500 153,900 204,600 186,100 197,600	\$11,748 99,336 76.656 565,921 1,022,068 161,253 129,166 152,408 232,740	.48 4.05 3.13 23.09 41.69 6.58 5.27 6.22 9.49	\$15,035 79,565 80,925 1,005,228 1,126,295 743,343 152,331 210,612 280,972	\$16,854 129,064 102,453 1,116,352 1,850,796 258,133 235,045 253,695 342,845	.39 3.00 2.38 25.92 43.00 6.00 5.46 5.89 7.96	847 1,116 1,174 1,887 2,100 1,677 1,149 1,363 1,735	.43 3.53 2.83 23.96 43.49 6.10 5.32 6.01 8.33
TOTAL	11,106,000	100.00		5.2	2,438,000	2,451,296	100.00	3,694,306	4,305,237	100.00	1,766	100.00

*78.98% French, 15.06% British, 5.96% Others-equals 100.00%.

	PASS	PASSENGER CARS®			Gross Value of Manu-	Average Factory		ME TAX Ss—(Dollars)	Building Permits ⁹	Newspaper Circu-	Radio Homes ¹¹	Circulations Canadian
PROVINCES	1937 Unit Sales	% of Canada	Regis- trations Per 1,000 People1937	Products ⁶ 1937 (000)	factured Products ⁷ 1937 (000)	Wage ¹ 1937 (000)		1936-1937 Corporate	Dollars 1937 (000)	lations ¹⁰ 1938	1937	A B C Magazines 1938 12
Prince Edward Island Nova Scotia New Brunswck Quebec Ontario Manitoba Saskatchewan Alberta British Columbia Other	458 4,671 4,079 22,658 55,504 6,219 5,704 6,811 8,171	.40 4.09 3.57 19.83 48.57 5.44 4.99 5.96 7.15	75 74 68 50 146 91 89 105	\$7,477 16,536 13,205 121,034 237,896 72,024 61,850 126,016 31,247	\$3,507 76,412 65,518 943,202 1,675,520 129,002 55,839 82,215 228,085	\$575 895 895 985 1,130 1,130 1,075 1,085 1,195	37,648 655,069 453,055 11,630,501 18,564,516 1,110,462 227,952 641,305 2,161,186 251,937	333,990 700,108 449,364 16,121,019 33,976,685 1,323,845 169,785 1,168,074 4,443,281 688,699	4,590 11,220 9,878 71,941 97,777 17,945 6,705 4,901 13,230	11,338 120,087 58,560 714,779 904,005 101,111 69,462 103,124 120,287	10,831 52,470 35,710 317,780 574,245 94,212 110,050 124,263 120,287	11,444 84,468 49,539 372,975 614,069 116,072 117,367 123,248 164,130
TOTAL	114,275	100.00	100	687,285	3,259,300	1,065	35,733,630	58,693,030	*224,056	2,311,777	1,349,848	1,653,312

SOURCES FOR CANADIAN DATA

- Official 1937 Government estimates.

 Estimates of Department of Trade and Commerce, Ottawa.

 Projected by SALES MANAGEMENT Research Dept. from 1935 estimates of Department of Trade and Commerce, Ottawa.

 Estimates by SALES MANAGEMENT Research Dept.

 Department of Trade and Commerce, Ottawa.

 Farm Bureau, Ottawa.

*Homes 25.2, Industrial 21.9, Engineering 35.1, Miscellaneous 17.8.

- 7—Projected by SALES MANAGEMENT Research Dept. from 1935 estimates of Department of Trade and Commerce, Ottawa.

 8—Department of National Revenue, Ottawa.

 9—Department of Trade and Commerce, Ottawa.

 10—1938 net paid figures of all Canadian daily newspapers.

 11—Estimates of Canadian Broadcasting Co.

 12—Statements of all A. B. C. Canadian general magazines.

GIBBONS KNOWS CANAD

J. J. GIBBONS LIMITED · ADVERTISING AGENTS



TORONTO is a 200% MARKET

Rich Receptive Responsive

Within a 100 Mile Radius around Toronto you Find

of Canada's
BUYING POWER 1/3

of Canada's 1/4 URBAN HOMES

1/5 TOTAL POPULATION

Look at the figures for Toronto in the adjoining tables! Make comparisons with any city you're familiar with, in of families who can and do buy goods. returns for aggressive sales efforts. at unusually low "milline" cost.

Canada or the United States! Toronto is Canada's "top" city in buying power. Here's a definite, proven market Sell this group $\ensuremath{\text{first}}$. . . they offer rich Sell them through Canada's largest daily newspaper, thoroughly, effectively . . .

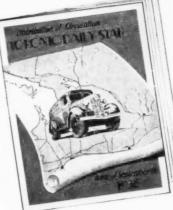
You need this

Book!

The Successful Advertiser's Guide

To Canada's Richest

Market



A 20-page book of valuable information containing important data on the Toronto-Ontario market in addition to the complete story of circulation distribution of Canada's "number one" daily newspaper. Write for your copy!

TORONTO DAILY STAR

U.S. Representatives: CHAS. H. EDDY CO.: New York, Chicago, Boston, Atlanta

Some Comparisons of Canadian and United States Distribution Patterns

(Compiled by Dr. Vergil D. Reed, Assistant Director, Bureau of the Census, Washington)

Proportions of Stores and Sales by Size of Annual Sales Volume

ANNUAL SALES VOLUME	PER	R CENT OF TOTAL STO	RES	PE	R CENT OF TOTAL SALE	S	
	United States		Canada	United States		Canada	
	1929	1935	1930	1929	1935	1930	
Less than \$10,000	43.66%	59.94%	56.59%	5.69%	10.98%	9.51%	
\$10,000 to \$49,999	42.96%	32.90%	35.90%	31.33%	35.70%	35.95%	
\$50,000 to \$99,999	8.35%	4.40%	4.83%	17.18%	15.07%	15.19%	
\$100,000 to \$499,999	4.60%	2.55%	2.48%	26.56%	23.09%	21.02%	
\$500,000 to \$999,999	0.29%	0.15%	0.13%	6.27%	5.04%	4.08%	
\$1,000,000 and over	0.14%	0.06%	0.07%	12.34%	10.12%	14.25%	

Proportion of Population, Retail Stores, and Sales by Size of Locality, United States and Canada

SIZE OF			UNITED STATES		CANADA				
LOCALITY	Population 1930	Stores 1929	Sales 1929	Stores 1935	Sales 1935	Population 1930	Stores 1930	Sales 1930	
Over 30,000	38.8%	44%	58%	43%	57%	29.1%	34%	55%	
0,000-30,000	8.8%	11%	12%	11%	12%	8.2%	10%	12%	
1,000-10,000	12.4%	21%	18%	AD (II)	210/	12.4%	19%	17%	
Under 1,000	40.0%	24%	12%	46%	31%	50.3%	37%	16%	



It was inevitable that Toronto should become Canada's richest market BECAUSE of its geographic location, Toronto—in the early days called Fort Rouille—was found to be a natural trading place by Indian trappers and white traders. Its progress since then to top position among the markets of Canada has been uninterrupted. Wealth from the development of natural resources poured into this centre and people followed as a matter of course, until, today, one-sixth of all the people in Canada live within a radius of one hundred miles of Toronto and these people possess one-third of the Dominion's buying power. Three generations of them have been readers of The Evening Telegram and have used its advertising columns as their buying guide. Undoubtedly

TORONTO IS A "TELEGRAM" CITY

THE EVENING TELEGRAM

Largest Classified Linage in Canada

TORONTO

CANADA

NEW YORK: Dan A. Carroll

CHICAGO: John E. Lutz

Proportion of Total Wholesale Trade by Various Kinds of Business

KIND OF BUSINESS	UNITED STATES	CANADA
	1929	1930
Food and Grocery Group	27.49%	25.00%
arm Products Trade	17.30%	19.52% 7.08%
Ory Goods and Apparel Metals and Minerals (including Coal and Coke)	8.08%	4.98%
Petroleum Products	4.86%	6.63%
hemicals, Drugs and Allied Products	2.97%	5.25%
lectrical Group	3.51%	4.31%
Machinery, Equipment and Supplies	4.41%	4.25%
umber and Building Materials	3.09%	3.63%
Automotive Group Tobacco and Tobacco Products (except leaf)	3.26%	3.23%
Tobacco and Tobacco Products (except leaf)	2.44%	3.32%

Percentage of Total Retail Sales by Selected Kinds of Business

KIND OF BUSINESS	UNITED STATES	CANADA
	1935	1935
Food Stores Country General Stores General Merchandise Stores Automotive Stores Automotive Stores	25.2% 3.4% 13.9%	22.6% 8.4% 16.5% 15.8%
Apparel Stores	3.9%	3.2%

Proportions of Total Wholesale Trade Distributed Through Various Types of Establishments

TYPE OF ESTABLISHMENT	UNITED STATES	CANADA
	1929	1930
Wholesale Merchant Manufacturers' Sales Branches Bulk Tank Stations Chain Store Warehouses Assemblers and Country Buyers Agents and Brokers	35.63% 21.38% 3.03% 2.79% 6.68% 20.58%	26.70% 16.74% 5.56% 4.87% 11.23% 16.01%

Percentages of Total Retail Volume Distributed by Various Types of Operation

TYPE OF OPERATION	UNITED	STATES	CANADA		
	1929	1935	1930	1935	
Independents	77.5%	73.1%	68.8%	69.7%	
Chains	20.0%	22.8%	18.3%	17.7%	
Other (Includes Department Stores for Canada, but not for U. S.)	2.5%	4.1%	12.9%	12.6%	

Retail Sales Rankings of Canadian Cities (1937)

(As estimated by SALES MANAGEMENT)

Rank	Cities	Dollars (000 omitted)	of Canada	Rank	Cities	Dollars (000 omitted)	of Canada	Rank	Cities	Dollars (000 omitted)	% of Canada
1	Toronto	\$331,906	13.54	14	Victoria	24,023	.98	27	Fort William	8,825	.36
2	Montreal Winnipeg	328,964 117,172	13.42 4.78	15	Saskatoon	22,552	.92	28 29	Sault Ste. Marie Moose Fair	8,825 8,580	.36 .36 .35
4 5	Vancouver Hamilton	109,328 61,037	4.46	16	St. John	19,120 18,385	.78	30	Lachine	8,428	
6	Ottawa	53,193	2.17	18	St. Catherine	12,992 12,256	.53	31 32	Guelph Port Arthur	8,089 8,089	.33 .33 .31 .30
7	Quebec Calgary	42,898 38,730	1.75 1.58	20 21	Kingston	11,521 11,276	.47	33 34	Oshawa	7,600 7,354	.31
9	Edmonton	33,338 31,622	1.36	22 23	Brantford Peterborough	9,805 9,805	.40	35	Hull	6,864	.28
11	London	29,416	1.20	24	Sherbrooke	9,805 9,315	.40	36 37	Westmont Glad Bay	5,638 3,922	.23
12 13	Windsor Halifax	26,719 26,474	1.09	25 26	Niagara Falls Three Rivers	9,070	.37	38	Outrement	3,922	.16

Manufactured Products Rankings of Canadian Cities (1937)

(As estimated by SALES MANAGEMENT)

Rank	Cities	Value (000 omitted)	% of Canada
1	Toronto	\$470,969	14.45
2	Montreal	468,035	14.36
3	Hamilton	140,150	4.30
4	Windsor	128,090	3.93
5	Vancouver	90,283	2.77
6	Winnipeg	82,134	2.52
7	Oshawa	53,127	1.63
8	London	45,956	1.41
9	Kitchener	42,697	1.31
10	Quebec	33,245	1.02
11	Calgary	31,615	.97
12	Ottawa	28,682	.88
13	Peterborough	28,356	. 87
14	Three Rivers	27,378	.84
15	Edmonton	26,800	.81
16	Brantford		.76
17	Niagara Falls		. 68
18	St. Catherine		.58
19	St. John	18,904	.58
20	Sault Ste. Marie	16,622	.51
21	Guelph	14,667	.45
22	Moose Fair	14,667	.45
23	Sherbrooke		.44
24	Sidney		.44
25	Halifax	13,037	.40
26	Saskatoon		.38
27	Hull		.36
28	Regina		.33
29	Lachine	10,430	.32
30	Victoria	8,148	.25
31	Moncton		.20
32	Port Arthur	5,540	.17
33	Kingston	5,215	.16
34	Fort William	4,237	.13
35	Westmont	3,259	.10
36	Outremont	1,955	.06
37 38	Verdun	1,955	.06
30	Glad Day		

Wholesale Sales Rankings of Canadian Cities (1937)

(As estimated by SALES MANAGEMENT)

Rank	Cities	Dollars (000 omitted)	% of Canada .
1	Montreal	\$851,536	23.05
2	Toronto	768,784	20.81
3	Winnipeg	706,350	19.12
4	Vancouver	234,588	6.35
2 3 4 5	Calgary	102,332	2.77
6	Quebec	83,491	2.26
7	Edmonton	70,930	1.92
6 7 8 9	St. John	55.045	1.49
9	Hamilton	53,198	1.44
10	Regina	52,090	1.41
11	Halifax	47,287	1.28
12	Ottawa	46,179	1.25
13	Saskatoon	43,593	1.18
14	London	35,465	.96
15	Windsor	21,427	.58
16	Oshawa	18,471	.50
17	Fort William	17,363	.47

GOLF PROGRESS CHARTS

Spring Mailing-List Tonic FREE SAMPLE

Original, amusing, gay.
Prices as low as 1½c each
in 5,000lots, imprinted with
your sales message. Delights every golfer.
Room to record 42 games. Graphs your
season's ups and downs. Ideal radio premium to check audience. Write today for
sample and prices.

SCHNEIDEREITH & SONS 207 S. Sharp St., Baltimore, Md.

Rank	Cities	Value (000 omitted)	of Canada
18	Victoria	15,147	.41
19	Moose Fair	11,083	.30
20	Sherbrooke	10,344	. 28
21	Niagara Falls	9,975	.27
22	Brantford	8,127	. 22
23	Kingston	8,127	.22
24	Kitchenar	8,127	. 22
25	Sidney	7,758	.21
26	Moncton	6,650	.18
27	Lachine	5,910	. 16
28	Port Arthur	5,541	.15
29	Sault Ste. Marie	5.541	.15
30	Three Rivers	5.541	.15
31	Outremont	5,172	.14
32	Peterborough		.12
33	Guelph		.10
34	St. Catherine	2,955	.08
35	Westmont		.06
36	Hull		.03
37	Glad Bay	739	. 02
38	Verdun.	739	.02

Add reprints of Marketing Pictographs to your selling kit. Write Sales Management for prices.

Today, Honolulu hospitalityrenowned among travelersextends all the way to New

York! At the Lexington you will find the same warm type of welcome that visitors to the famous Islands so fondly tell about-for it is not only because of the character of its entertainment, but also for its spirit of friendliness that this hotel is recognized as truly "an outpost of Hawaii."

The next time you come to New York plan to stop here. The Lexington is conveniently located -and you are assured of personalized service.



COMPLETE SELECTED COVERAGE

WHAT A MEETING!

Around the table sit all of the Store Executives - the Buyers, Merchandise Managers, President, General Manager, Controller, Advertising and Display Managers — those who buy or okay the buying of —

> store equipment for use merchandise for re-sale -

Even though your salesmen can't get in, you CAN be represented. You can be present at that meeting through your advertising message in Department Store Economist, the one publication which is read and used by all of these "Key" Buyers and Executives — the one publication which gives complete selected coverage of the department store field.

30,000 CCA

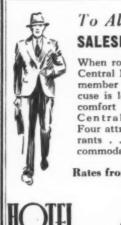
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239 West 39th St., New York City

A CHILTON (PUBLICATION

Chicago Los Angeles



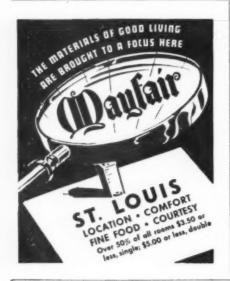
To Alert . . . SALESMANAGERS

When routing through Central New York, remember Hotel Syracuse is long on value, comfort and service. Centrally located. Four attractive restaurants . . . restful accommodations.

Rates from \$3.00 single



Fay B. Mareness, Mgr., SYRACUSE, N. Y.



1938 Eff. Buying Inc. Per Family—the 100,000 Group of Cities

These cities are those whose newspaper-carrier limit, or city-zone, exceeds 100,000 population. Excluded are 18 suburbs of larger cities. Figures cover municipal boundaries only.

CITY	STATE	EFFECTIVE INCOME PER FAMILY	Rank in Group
Des Moines	lowa		1
Washington	D. C	3,767	2
Minneapolis	Minn	3,700	3
New York	N. Y	3,609	4
Dallas	Texas	3,584	5
Houston	Texas		6
Davenport	lowa	3,500	7
St. Paul	Minn	3,445	8
St. Louis	Mo		9
Fort Worth	Texas	3,432	10
Kansas City	Mo	3,295	11
Miami	Fla	3,284	12
Tulsa	Okla	3,199	13
San Francisco	Cal	3,173	14
Boston	Mass	3,168	15
Seattle	Wash	3,154	16
Louisville	Ку	3,074	17
Milwaukee	Wis	3.063	18
Newark	N. J	3,052	19
Salt Lake City	Utah	3,050	20
San Diego	Cal	3,049	21
Sacramento	Cal	3,046	22
Jacksonville	Fla	3,036	23
Spekane	Wash	3,032	24
Yonkers	N. Y	3,029	25
Los Angeles	Cal	3,023	26
Detroit	Mich		27
Nashville	Tenn		28
Oklahoma City	Okla	3,006	29
Providence	R. I	3,000	30
Cincinnati		2,975	31
El Paso	Texas	2,974	32
San Antonio	Texas	2,974	32
Peoria	III	2,952	34
Portland	Ore	2,950	35
Elizabeth	N. J	2,910	36
Cleveland	Ohio	2,908	37
Schenectady	N. Y	2.893	38
Duluth	Minn	2.890	39
Indianapolis	Ind	2,887	40
Rochester	N. Y	2,860	41
Wilmington	Del	2,880	41
Hartford	Conn	2,856	43
Springfield	Mass	2,854	44
Lowell	Mass	2.854	44

CITY	STATE	EFFECTIVE INCOME PER FAMILY	Rank in Group
Oakland New Haven Trenton Chicage Omaha	Cal	2,823 2,810 2,803	46 47 48 49 50
Atlantic City	N. J. Tenn. Va. Md. Kans.	2,775 2,775 2,755 2,740 2,700	51 51 53 54 55
WaterburyLynnNorfolkPawtucketBuffalo	Conn. Mass. Va. R. I. N. Y.	2,650	56 57 58 59 60
Utica. Philadelphia. Atlanta. Chattanoega. Troy.	N. Y Pa Ga Tenn N. Y	2,605 2,598 2,591 2,585 2,581	61 62 63 64 65
Pittsburgh	Pa	2,536 2,522 2,521	66 67 68 69 70
Worcester Denver New Orleans Albany Tacoma	Mass. Colo. La. N. Y. Wash.	2,510 2,506 2,494	71 72 73 74 75
Passaic Fort Wayne	N. J	2,462 2,462 2,460	76 77 77 79 80
Knoxville	Tenn	2,400 2,399 2,390	81 82 83 84 85
Bridgeport. Wilkes-Barre. Rockford. Scranton. Reading.	ConnPa	2,291 2,283 2,269	86 87 88 89 90
Harrisburg South Bend Fall River Youngstown Canton	Pa. Ind. Mass. Ohio. Ohio.	2,196 2,176 2,152	91 92 93 94 94
Evansville. Tampa Little Rock Erie. Birmingham Johnstown.	IndFlaArkPaAlaPa	2,124 2,065 2,019 1,965	96 97 98 99 100



SPIRITS AT LOW EBB? A GLIMPSE

OF THE SEA WILL TURN THE TIDE

Nothing will lift your spirits like the restful rolling ocean—unless it's the



heartening hospitalities at these great boardwalk hotels. . . . Let salt air and sunshine tell you *outwardly* that spring has reached the shore. We'll see that the "blues" fade *inside*. Tempting meals. Bright seaside lounges. Health baths. Varied amusement.

LEEDS AND LIPPINCOTT COMPANY

CHALFONTE-HADDON HALL

On the Boardwalk ATLANTIC CITY





WANTED!

... by the 142,000 Families of the Seattle Trading Area

\$33,673,000 worth of FOODS \$7,690,000 worth of DRUGS \$27,260,000 worth of NEW CARS \$186,526,000 worth of other Retail Commodities



42% of Washington's RETAIL SALES are made right here! 86% of The Times' daily circulation—15,000 more than any other paper—is concentrated in this heavy-spending power Seattle (ABC) Trading Area.

TWHEN you make YOUR bid for this big order, follow the path of experience. Select your medium as Seattle retailers have done for more than thirty years. Choose The Seattle Times to do the BIG JOB! Last year, Seattle merchants placed 58.9% of their advertising linage in The Times --23.1% in the second paper--18% in the third paper. Take a tip from these sales-wise merchants--sell YOUR Seattle Market through The Times!

O'MARA & ORMSBEE, Inc., National Advertising Representative

New York Chicago Detroit Atlanta Los Angeles San Francisco

Newspaper Groups, Inc.—Rotogravure, Comic and Magazine Section Advertising

PUBLISHED
DAILY and SUNDAY

The Seattle Times

INDEX TO ADVERTISERS

INDEA	IU AD	V ERT ISER	
Advertiser's Name	Page	Advertiser's Name Pag	e
Akron Beacon Journal	115	New Haven Register 5	8
Albany Knickerbocker News		New Orleans Item-Tribune 17	4
American Legion Monthly		New Orleans Times-Picayune 17	
Associated Business Papers, Inc.		Newspaper Groups, Inc	7
Atlanta Constitution	93	New York Journal-American 7	15
Atlanta Journal	95	New York Times 6	59
Barrington Associates, Inc.	73	Oklahoman & Times 16	5
Bell System Teletypewriter Service		Omaha World-Herald 15	7
Berkshire Evening Eagle		Owensboro Messenger-Inquirer	4
Better Homes & Gardens		Peoria Journal-Transcript 12	29
Binghamton Press	68	Portland Oregonian 18	35
Birmingham Age-Herald	122	Progressive Farmer	57
Booth Michigan Newspapers		Progressive Grocer 1	19
Brown & Bigelow	68	Providence Journal-Bulletin 5	57
Buffalo Evening News	64		15
Business Week	43		91
Capper's Farmer	21		79
Charlotte Observer	89	Rochester Times-Union—Democrat & Chronicle 7	6
Chicago Tribune	119	Rockford Morning Star	3
Christian Science Monitor		Rock Island Argus	
Cincinnati Times-Star	113	Sales Management	
Cleveland Plain Dealer	108	Salt Lake Tribune & Telegram	13
Cleveland Press	111	San Francisco Call-Bulletin 2 Schneidereith & Sons 20	27
Columbia Broadcasting System	100	Scripps Howard Newspapers	A
Columbus Dispatch	49.40	Seattle Times	13
Country Home	9	Southern Agriculturist	35
Daily Newspaper League of Illinois		Spokesman-Review, Spokane Daily Chronicle 44-4	15
Dallas Chamber of Commerce		Springfield Republican 6	60
Dallas News	168	St. Paul Dispatch-Pioneer Press	17
Department Store Economist	201	St. Petersburg Newspapers' Service	96
Des Moines Register & Tribune	149	Successful Farming 3rd Cov. Syracuse Post-Standard 7	er
Detroit Free Press	123		
Detroit News		Texas State Network, Inc	77
Durham Herald-Sun		The Farmer 14 This Week	17
Elizabeth Daily Journal		Topeka Daily Capital	50
Farm Journal and The Farmer's Wife		Toronto Evening Telegram	00
Fawcett Publications		Toronto Star	99
Fawcett Women's Group		Toronto Star Weekly	98
Forbes Lithograph Co	nd Cover	United Broadcasting Co	10
Ft. Wayne News-Sentinel	114	III. TO II TO OI TO I	78
Ft. Worth Star-Telegram	173	Vermont Allied Dailies	55
Greenfield Recorder-Gazette		Washington Francisco Co	85
Grit	72	Washington Post 10	01
Hartford Times	62	Winston-Salem Journal and Sentinel	89
Honolulu Star-Bulletin		Woman's Home Companion	3
Hotel Lexington	201	Woonsocket Call	56
Hotel Mayfair	202	WABC (New York)Front Cov	er
Hotel Syracuse	202	WBBM (Chicago) 1	5 5
Hotels Chalfonte-Haddon Hall			88
		WBRY (Waterbury)	62
Indianapolis News Iowa Daily Press Association	39	STATE OF A COLUMN AND A COLUMN	86
		WCAE (Pittsburgh)	
Jefferson Standard Life Insurance Co		WCCO (Minneapolis) 1	
Knoxville News-Sentinel	153	WCLE (Cleveland) 1	10
KMBC (Kansas City)	146	WDGY (Minneapolis)	47
			52
Los Angeles Examiner Los Angeles Herald & Express	191	WFAA (Dallas)	
Los Angeles Times		PROPERTY OF A P. S. S. S.	66
Louisville Courier-Journal, Louisville Times	135	WO ID (61 1 1)	82 41
McClatchy Publishing Co., James		TOTAL A D. C. CO. A.	77
McLean's Magazine	195		67
Memphis Commercial Appeal	145	WHK (Cleveland) 1	
Miami Daily News	97	WHO (Des Moines) 1	51
Miami Herald	99	WIOD (Miami)	
Midwest Farm Papers	125	WIS (Columbia, S. C.)	
Milwaukee Journal	147	WJR (Detroit)	
Minneapolis Star	147	WLW (Cincinnati)	
Minneapolis Star		with (Memphis) 1	
Minneapolis I ripline	147	WOAI (San Antonio)	66
Moline Daily Dispatch & Rock Island Argus	147	WOAI (San Antonio)	
Moline Daily Dispatch & Rock Island Argus Montreal La Presse	147	WOAI (San Antonio) 1 WSM (Nashville) 1 WSUN (St. Petersburg) 1	41
Moline Daily Dispatch & Rock Island Argus Montreal La Presse Mutual Broadcasting System	147 130 197	WSM (Nashville)	41 96 47
Moline Daily Dispatch & Rock Island Argus Montreal La Presse Mutual Broadcasting System National Broadcasting Co.	147 130 197 1	WSM (Nashville)	41 96 47 47
Moline Daily Dispatch & Rock Island Argus Montreal La Presse Mutual Broadcasting System National Broadcasting Co. Newark Evening News	147 130 197 1 50-51	WSM (Nashville)	41 96 47 47





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LARGEST FARM CIRCULATION in the WORLD'S RICHEST FARM REGION

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ORE than one-third of all retail sales made in America are made in the 341 counties in which the First 3 Markets Group reaches 45% of all the families.

And in America's first three cities, Group coverage of families is:

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Chicago: 67%

Philadelphia: 67%

No general magazine, no magazine supplement, delivers anywhere near comparable coverage of these cities.

Because the Group enables you to put balance into your national campaign by building it up to the buying power of America's first 3 cities, it is the basic medium for covering these major sales centers.

Ask to see the charts which demonstrate these facts.

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sepia roto 1.43 per milline

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First 3

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